

LAN ANH NGUYEN

HORN-
HOPE

ACCESSORIES

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01

INTRO
DUCTION

THE REALITY OF RHINOS IN VIETNAM

Vietnam is considered one of the world's primary consumer markets for rhino horns. While Vietnam once housed the Javan rhinoceros, the last one was killed in 2010. On October 25, 2011, the World Wildlife Fund (WWF) declared the Vietnamese subspecies of the **Javan rhinoceros**, (*Rhinoceros sondaicus vietnamensis*) **extinct** (WWF 2011).

The trend in rhino horn trafficking shows no sign of slowing down in Vietnam from 2017 to the present, according to the ENV Wildlife Crimes Database. **The increased demand for rhino horn in Asia, particularly Vietnam, in recent years has fueled record levels of rhino poaching, even as far away as South Africa.**

Vietnamese-led criminal networks operate in Angola, South Africa, Mozambique, and other African countries, smuggling large quantities of rhino horn into Vietnam.

These networks largely operate with impunity. While Vietnamese authorities have successfully prosecuted leaders of two large-scale rhino horn trafficking rings since 2017, investigations into these transnational criminal networks are hampered by a lack of in-depth investigations targeting their leaders.

The average prison sentence for rhino horn-related crimes (6.07 years) is higher than the average sentence for general wildlife crimes (4.08 years).

Reasons for the demand:

1. Traditional medicine: Rhino horn is used in traditional medicine, purportedly to detoxify the body, reduce fever, balance yin and yang, and cure hangovers. Some traditional medicine practitioners claim it can treat at least 14 different illnesses, including cancer. However, there is no scientific evidence to support these claims.

2. Luxury goods: Rhino horn is crafted into expensive jewelry, tea sets, and other decorative items, used to display wealth and status.

3. Gifting culture: The high value of rhino horn makes it a prized gift, functioning as a form of luxury currency.

KEY MESSAGE

RAISING AWARENESS – FOSTERING EMPATHY – DRIVING ACTION

Nâng cao nhận thức - Nuôi dưỡng đồng cảm - Thúc đẩy hành động

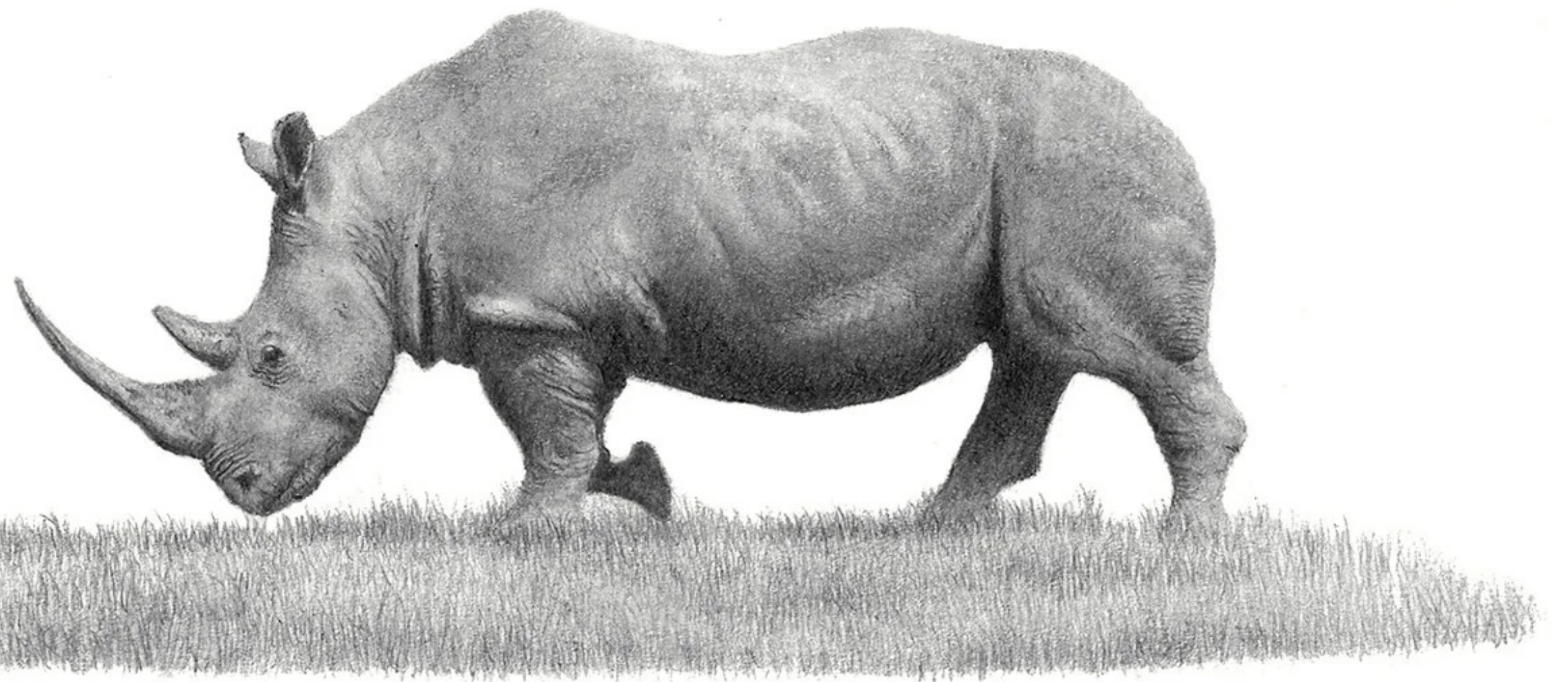


SOLUTION

The core solution is using the fashion industry to raise awareness and drive action for rhino conservation. This involves creating fashion products that subtly incorporate rhino imagery and promote sustainable materials. The goal is to make these products powerful ambassadors for conservation efforts. The specific solution elements include:

- **Subtle Rhino Imagery:** Integrating rhino images into designs to pique consumer interest and encourage further learning about conservation.
- **Sustainable Materials:** Using ethically sourced and bio-recycled leathers (coffee, apple, mushroom,...) to appeal to environmentally and ethically conscious consumers while combating negative perceptions of the leather industry.

SAVE



ACCESS

The target audience is identified as fashion-conscious individuals, particularly Gen Z, who value creativity, ethics, and sustainability. This group is seen as having the access and influence to significantly impact the conversation and create change. Reaching this specific demographic is key to the campaign's success.

SAVE



VALUE

- **For Consumers:** The products offer stylish, ethically produced items that align with their values. They can express their commitment to sustainability and conservation through their purchases.
- **For Conservation:** This campaign aims to raise awareness, contribute to conservation efforts, and generate funding (if applicable). The value lies in its impact on rhino populations and the broader conversation surrounding wildlife conservation.

SAVE

SAVE



EDUCATION

- **Intriguing Designs:** The subtle rhino imagery sparks curiosity and prompts consumers to seek more information.
- **QR Codes:** These provide direct access to comprehensive educational resources: websites, articles, videos detailing threats facing rhinos and other species (poaching, habitat loss, illegal wildlife trade), success stories of conservation efforts, and calls to action (petitions, volunteering, donations).
- **Sustainable Practices:** Highlighting sustainable materials educates consumers about ethical and environmental considerations within the fashion industry and its impact on wildlife. This could include information on deforestation, pollution, and the impact of consumer choices.

02

MOODBOARD ANALYSIS



HORN

to

HOPE

HAPPINESS

RAISING AWARENESS – FOSTERING EMPATHY – DRIVING ACTION

The **"Horn-to-Hope"** bag embodies the spirit of resilience, drawing inspiration from the unlikely pairing of **rhinos and orchids**.

The rhino, a creature of immense power, faces the relentless threat of extinction due to illegal hunting. Natural orchids exhibit extraordinary vitality; their roots stretch far and wide in search of sustenance, clinging to rocks, trees, or even decaying matter. They flourish where others cannot, transforming barren landscapes into vibrant displays of life.

Both are **powerful symbols** of overcoming adversity, each with unique stories of survival. The bag will serve as a reminder of the strength found in vulnerability, the beauty that arises from struggle, and the importance of perseverance.

We, as humans, are the primary cause of their suffering, driven by greed, ignorance, and indifference. **We must act now.** Let us rewrite their story from one of extinction to one of survival, securing their future for generations to come.



STORY TELLING

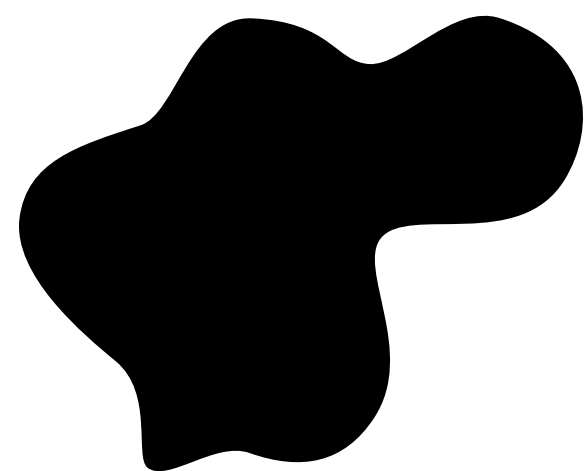


COLOR TREND RESEARCH

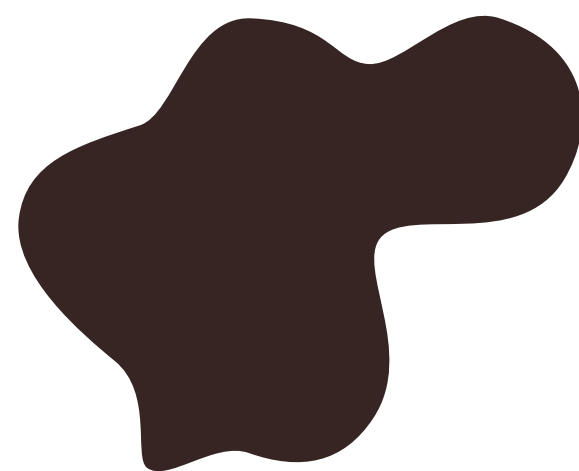
BROWN – RED – BEIGE – GREEN: A COLOR QUARTET OF IDENTITY AND NATURAL REVIVAL

The year 2025 marks the rise of a color palette deeply rooted in origin, emotion, and ecological recovery. Dominated by earthy browns, muted reds, natural beiges, and botanical greens, these hues represent not just aesthetic choices but also a profound language of healing and environmental reconnection.

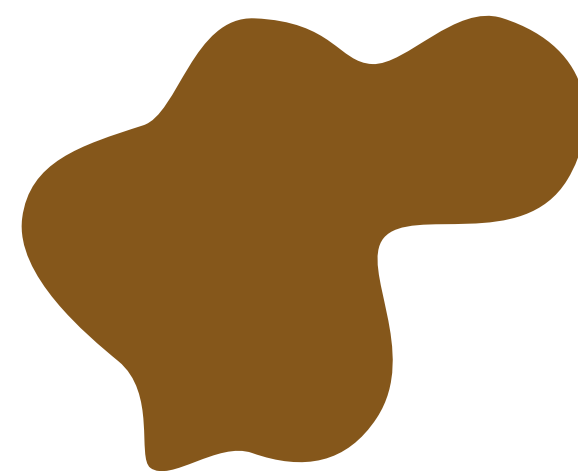
The fusion of brown – red – beige – green creates a palette that feels both nostalgic and forward-thinking, making it ideal for sustainable leather goods that embody craftsmanship, legacy, and environmental commitment.



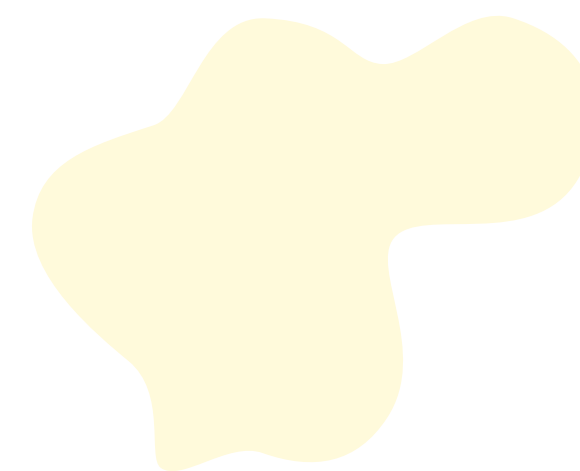
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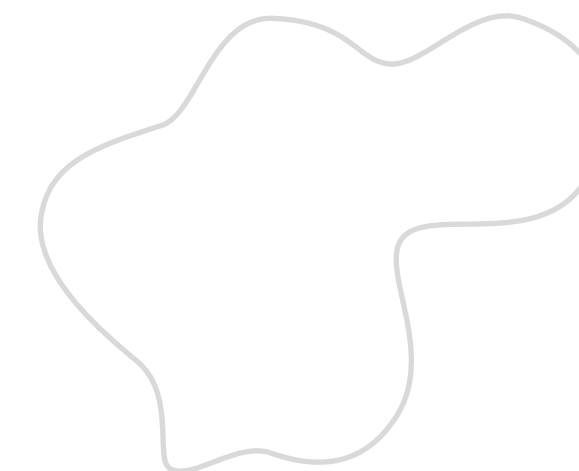
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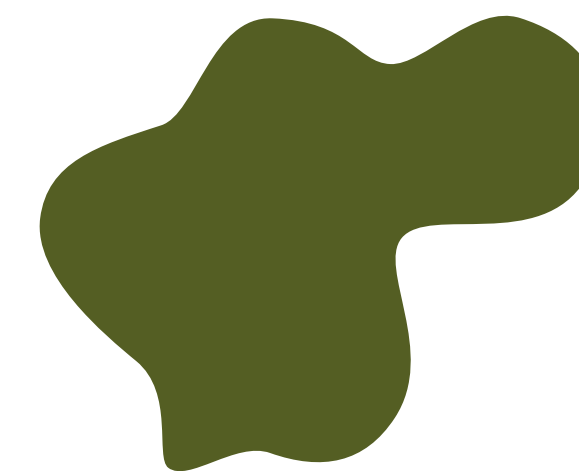
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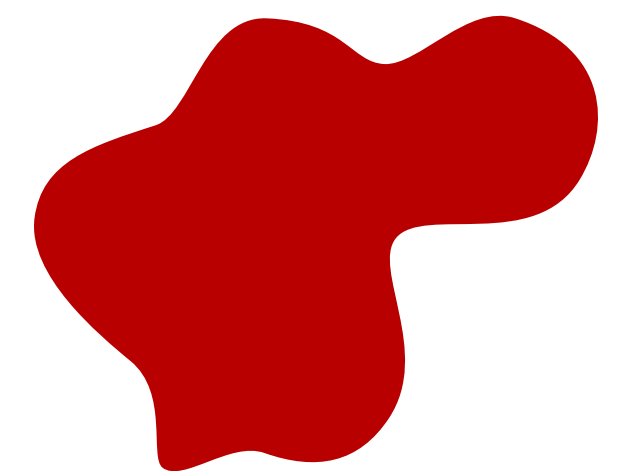
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#B40003

BAG SHAPE TREND RESEARCH

SCULPTURAL SHAPES

- Non-traditional structures such as horn-shaped bags, arched protrusions, and layered constructions take center stage. These designs emphasize symbolism and artisanal quality, turning the bag into a wearable art piece.



GENDERLESS & FUNCTIONAL SHAPES

- Simplified, geometric silhouettes like boxy, cylindrical, and triangular forms cater to all genders and age groups, particularly resonating with Gen Z and Gen Alpha's demand for versatility and inclusivity.

MODULAR & TRANSFORMABLE BAGS

- Bags with elements that can be detached, reassembled, or folded respond to the growing need for flexibility and sustainability, allowing users to adapt to different scenarios and reduce consumption.

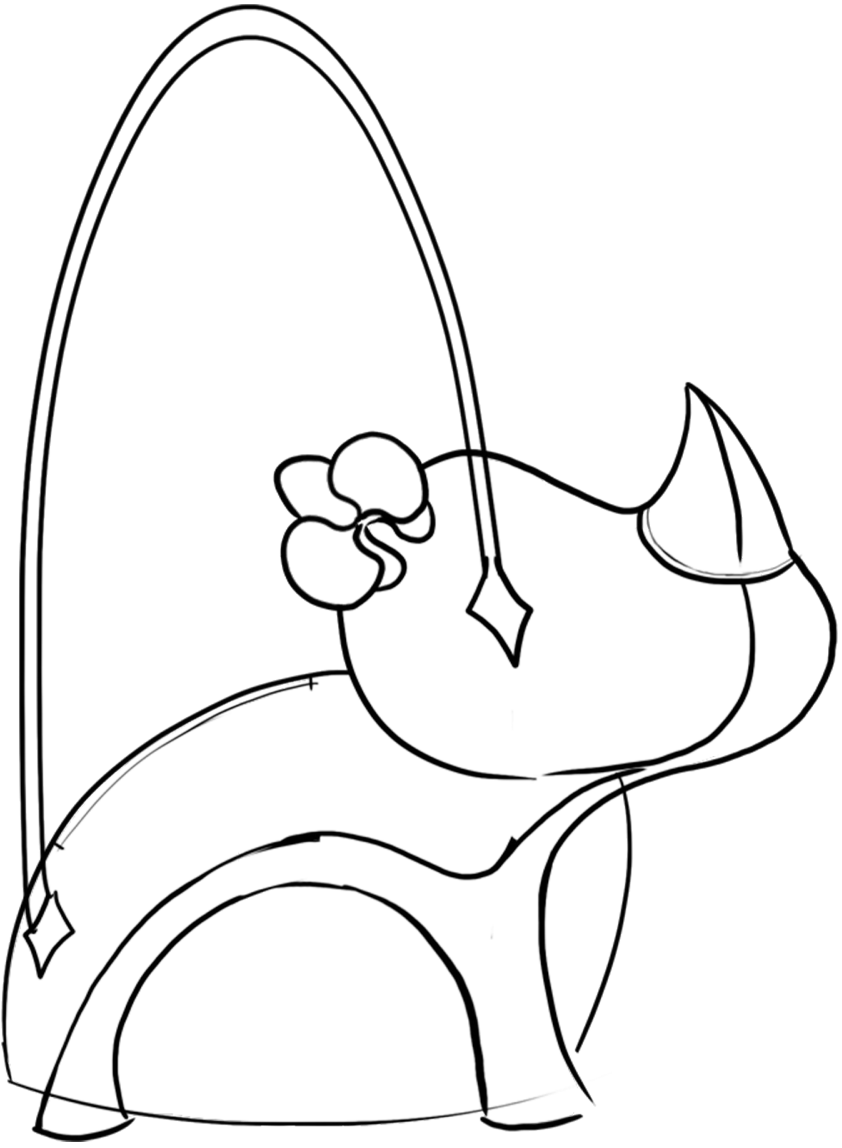
MINI BAGS & HYPER-PERSONALIZATION

- Micro bags, charm bags, and keychain bags are no longer just functional accessories but become personal signatures. They are often integrated with QR codes, NFC chips, or conservation organization logos, evolving bags into platforms for social and technological connection.

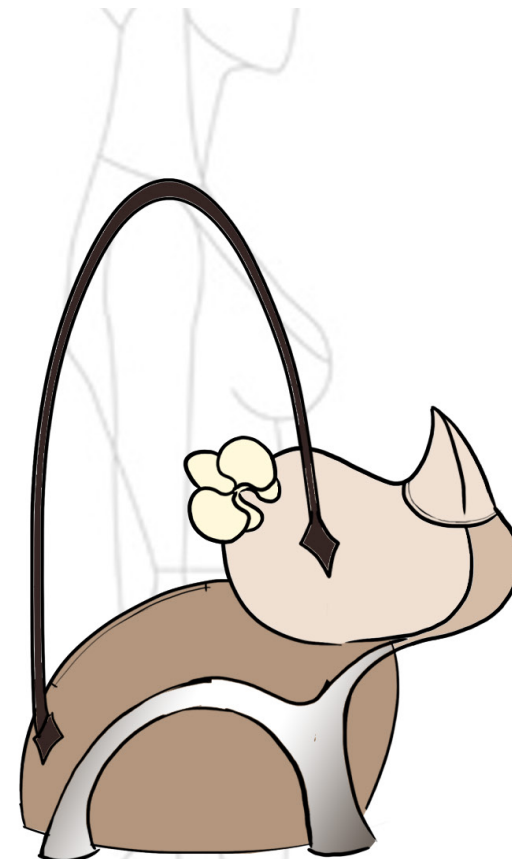
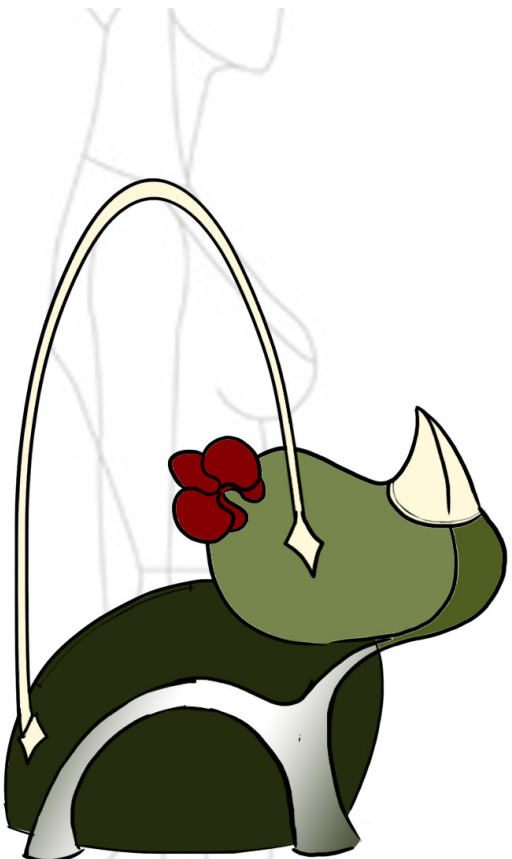
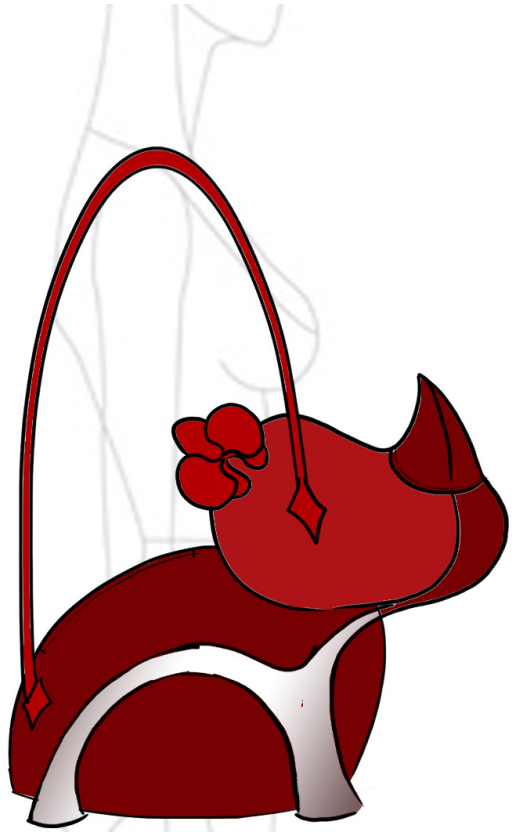
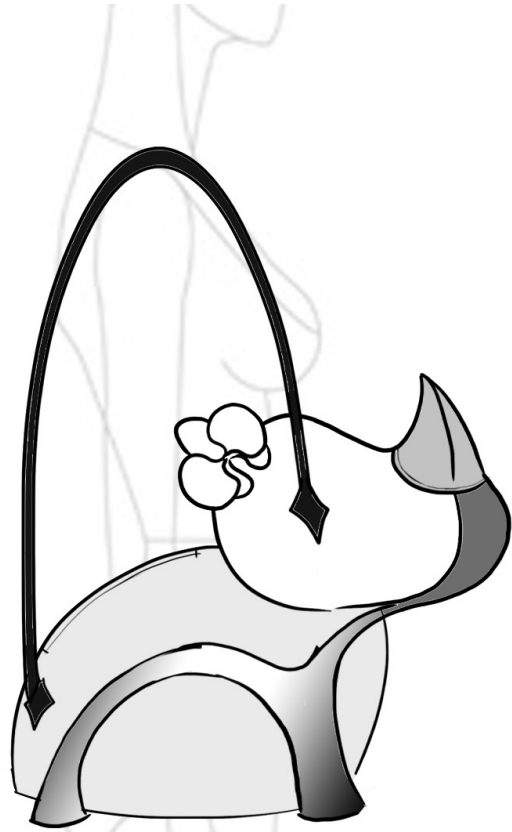


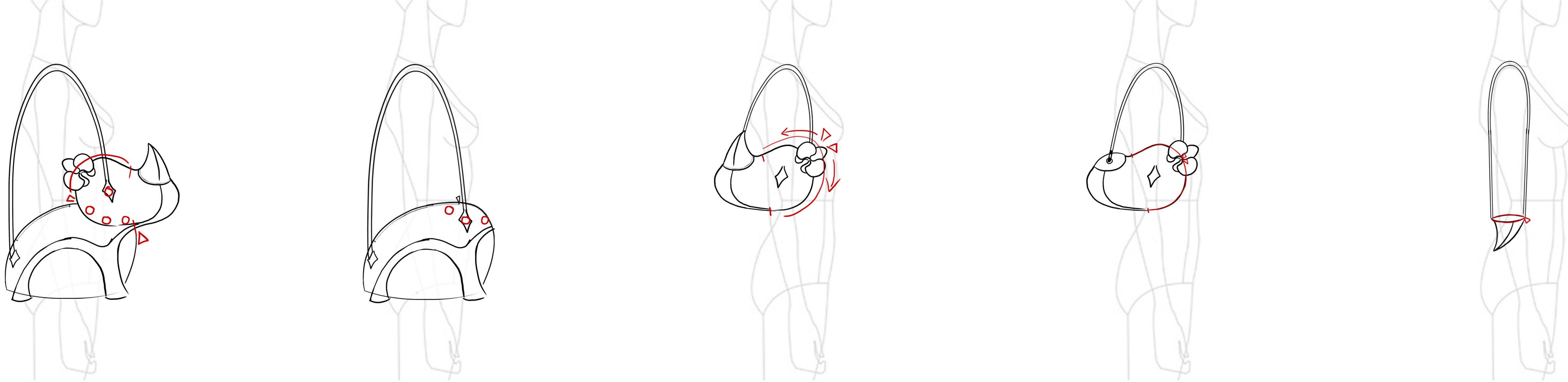
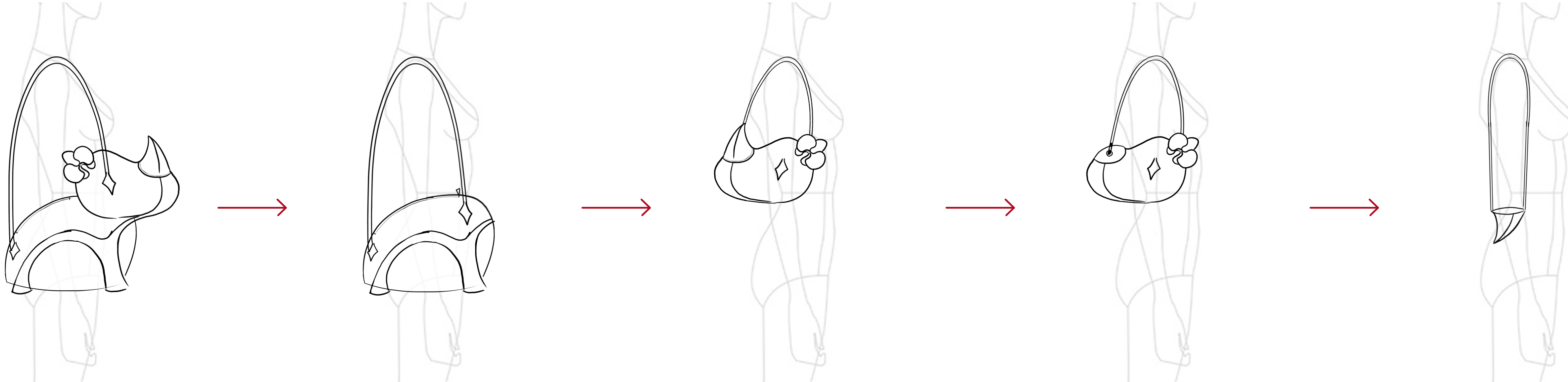
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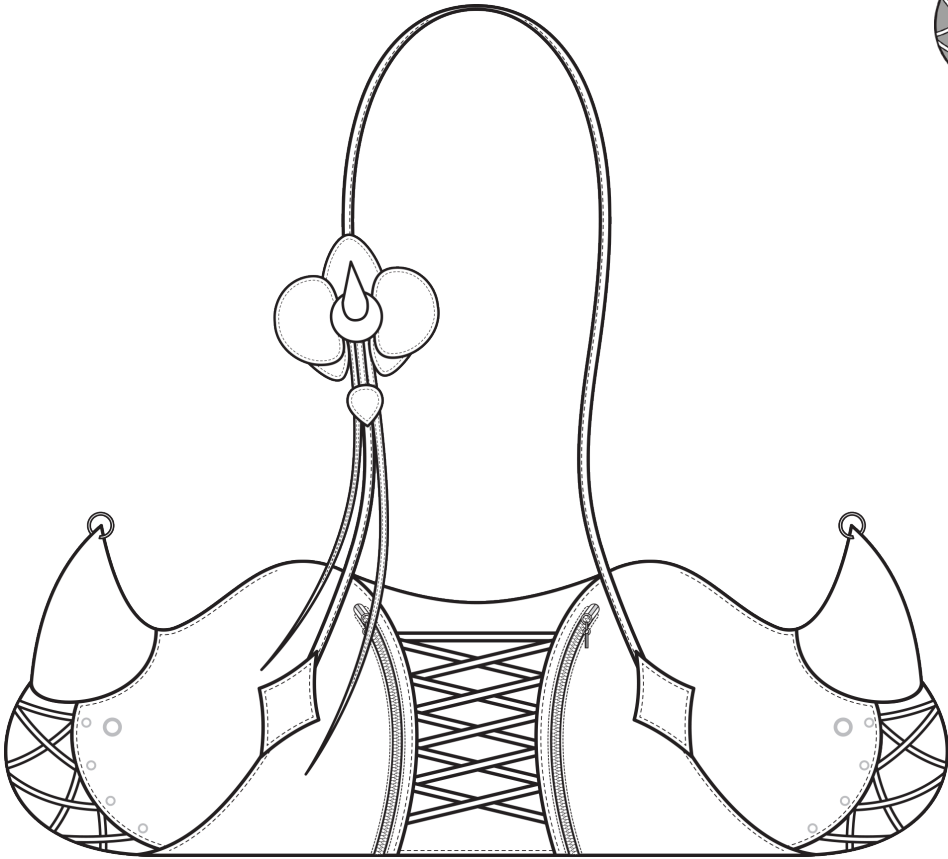
DESIGN
DOSSIER



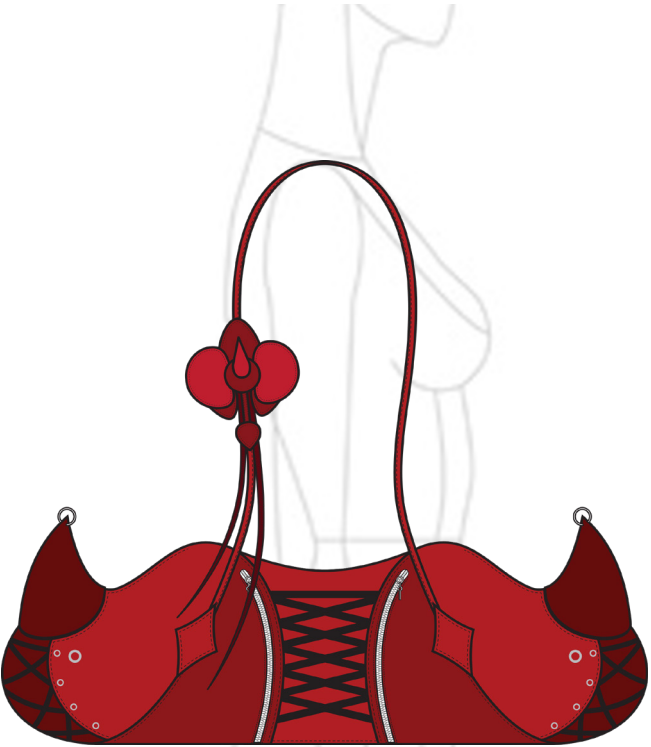
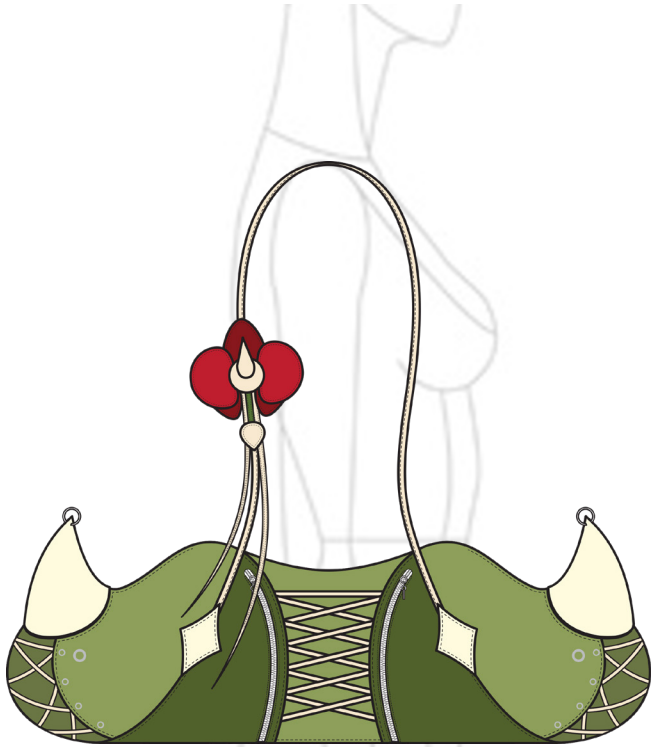
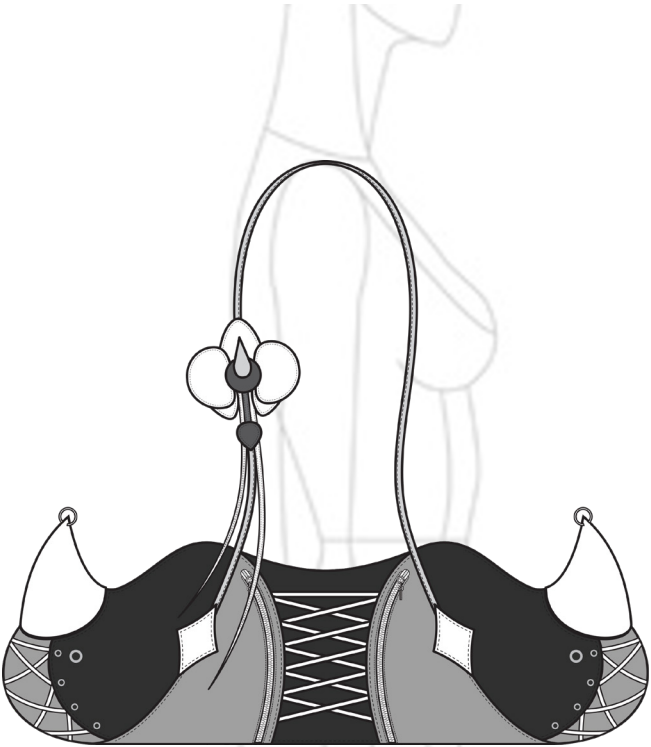
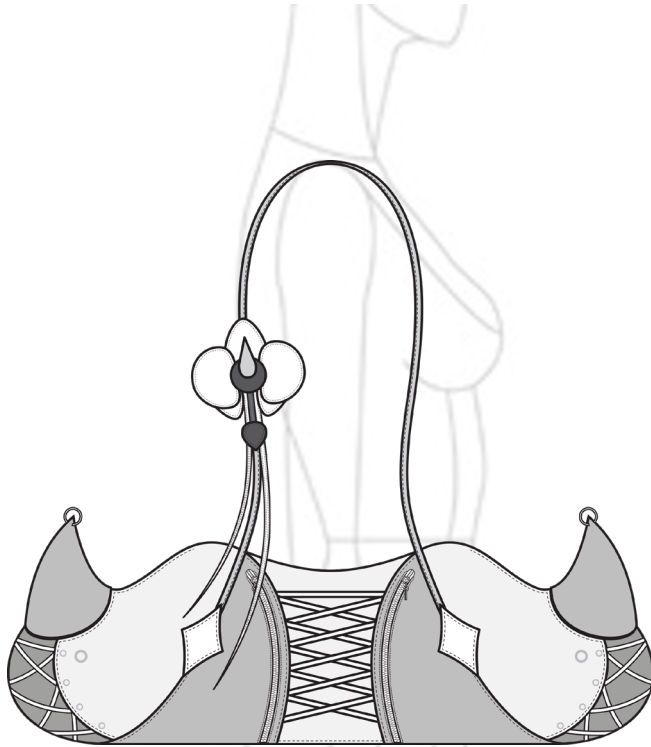
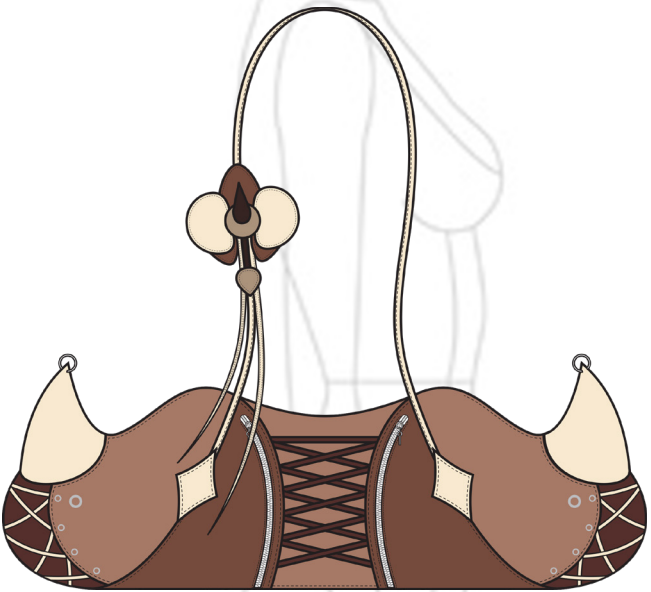
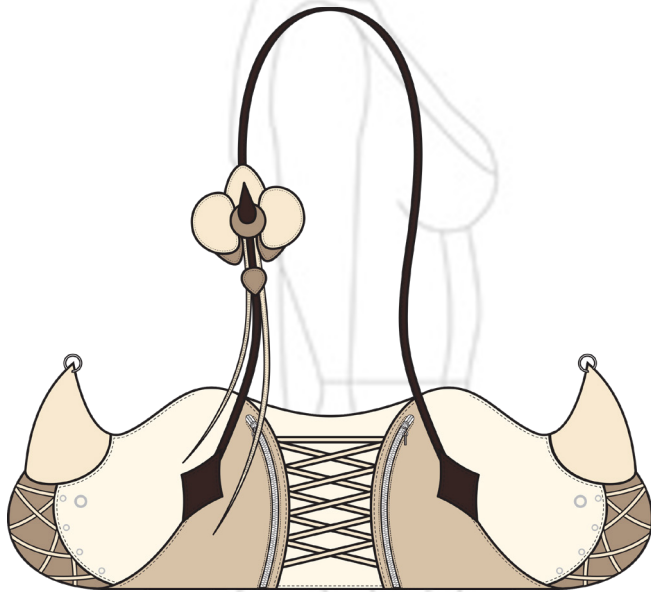
OPTION 1



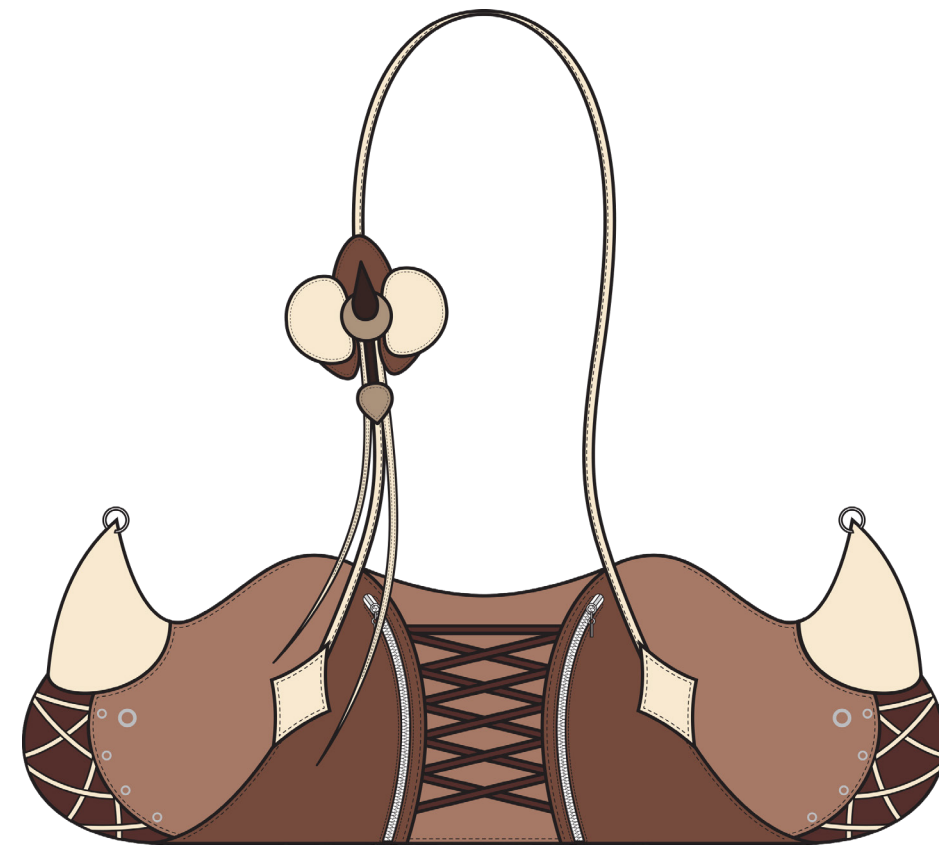
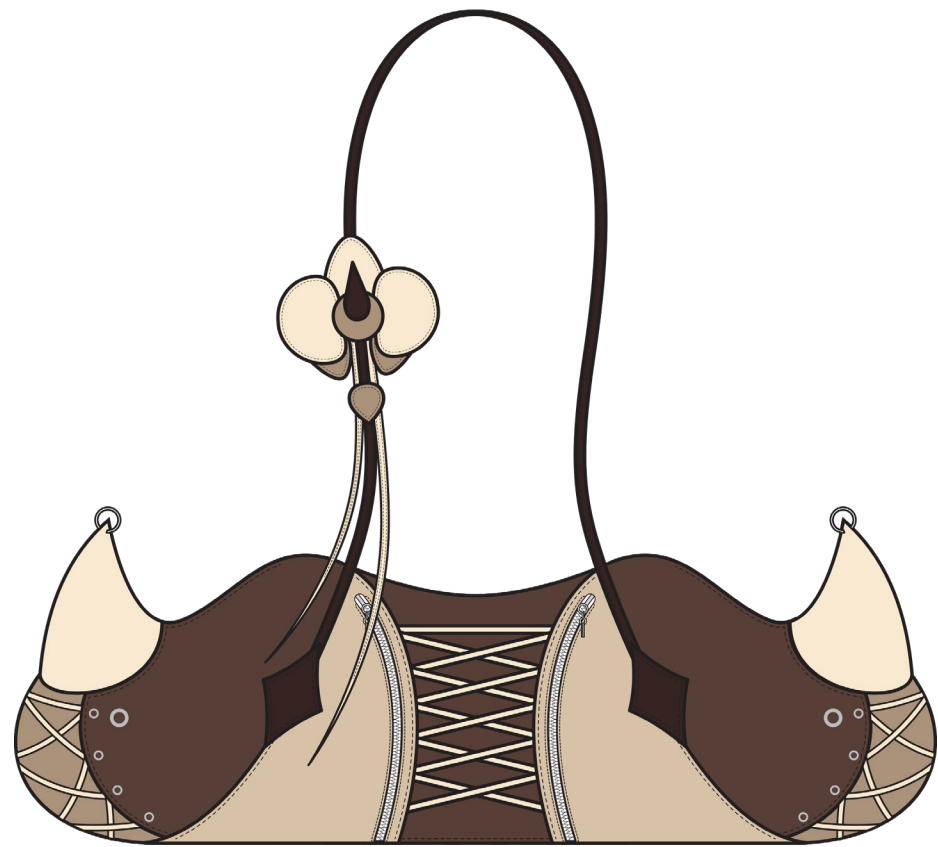
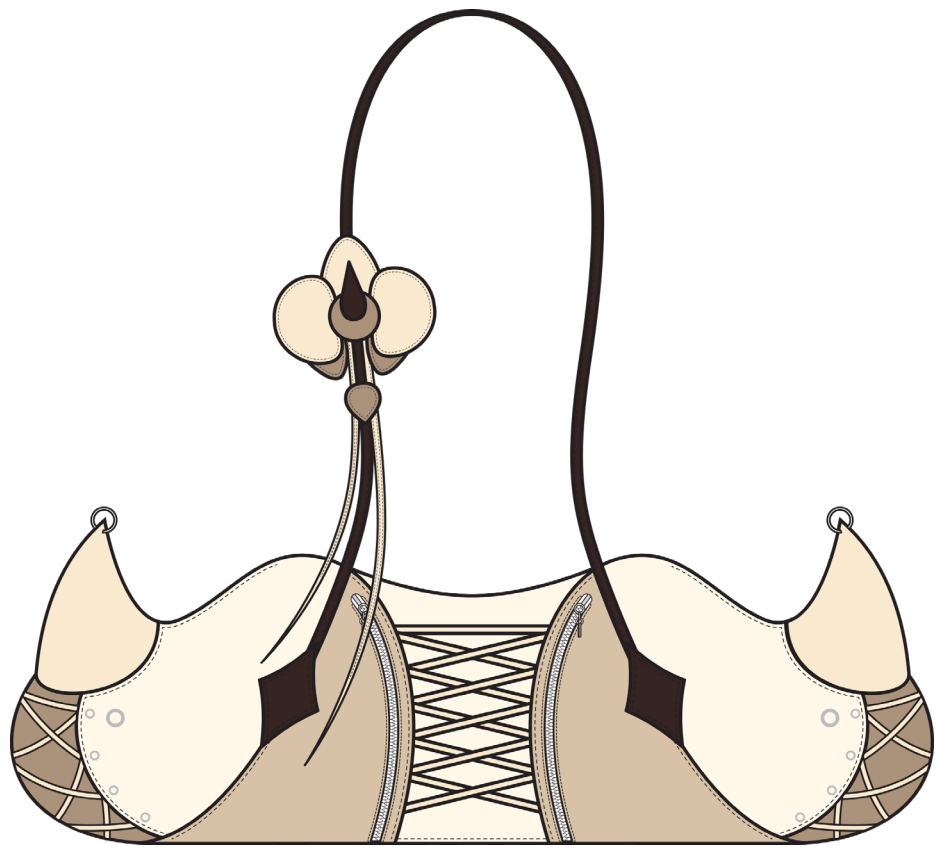
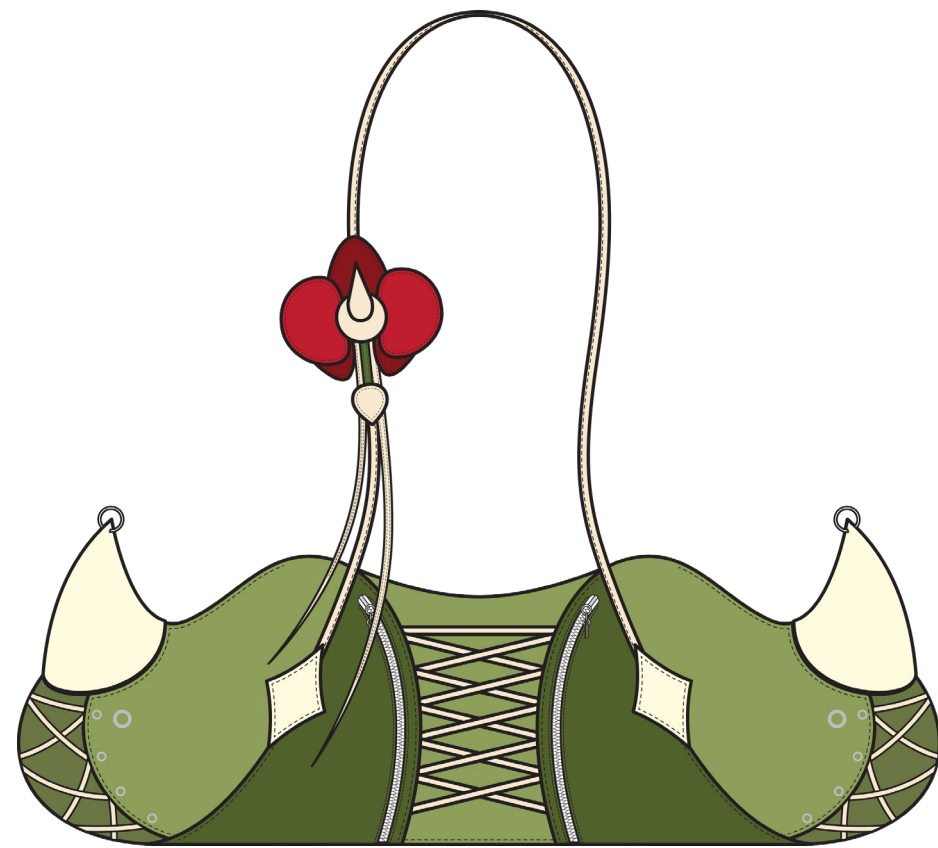
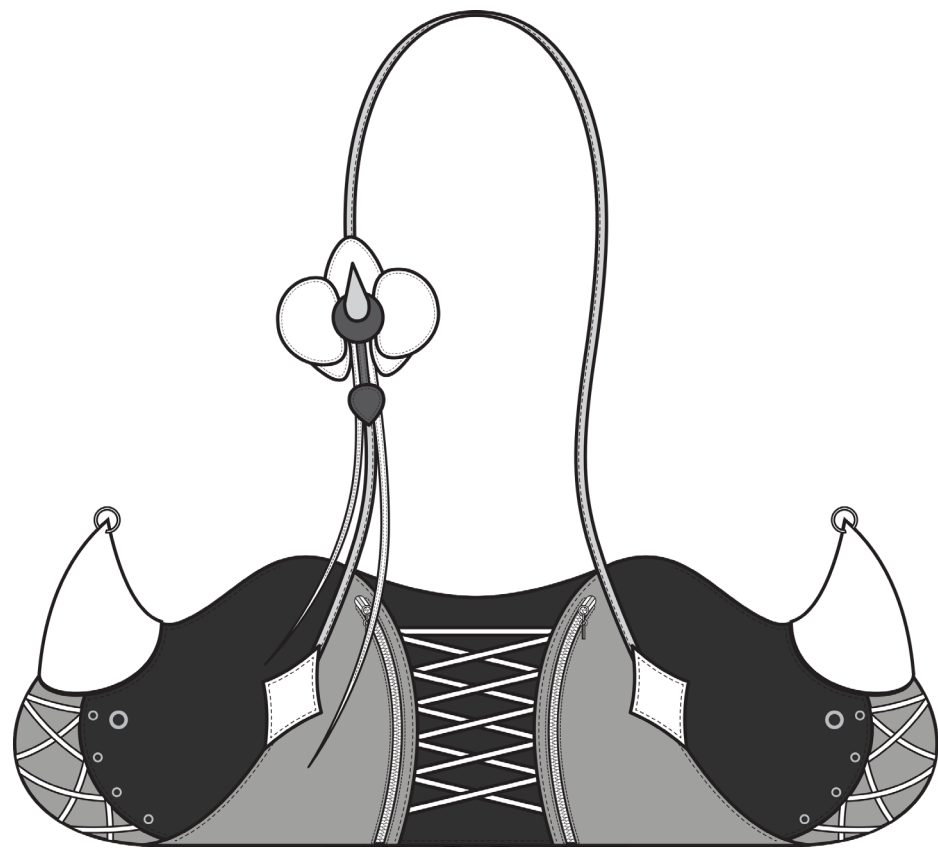
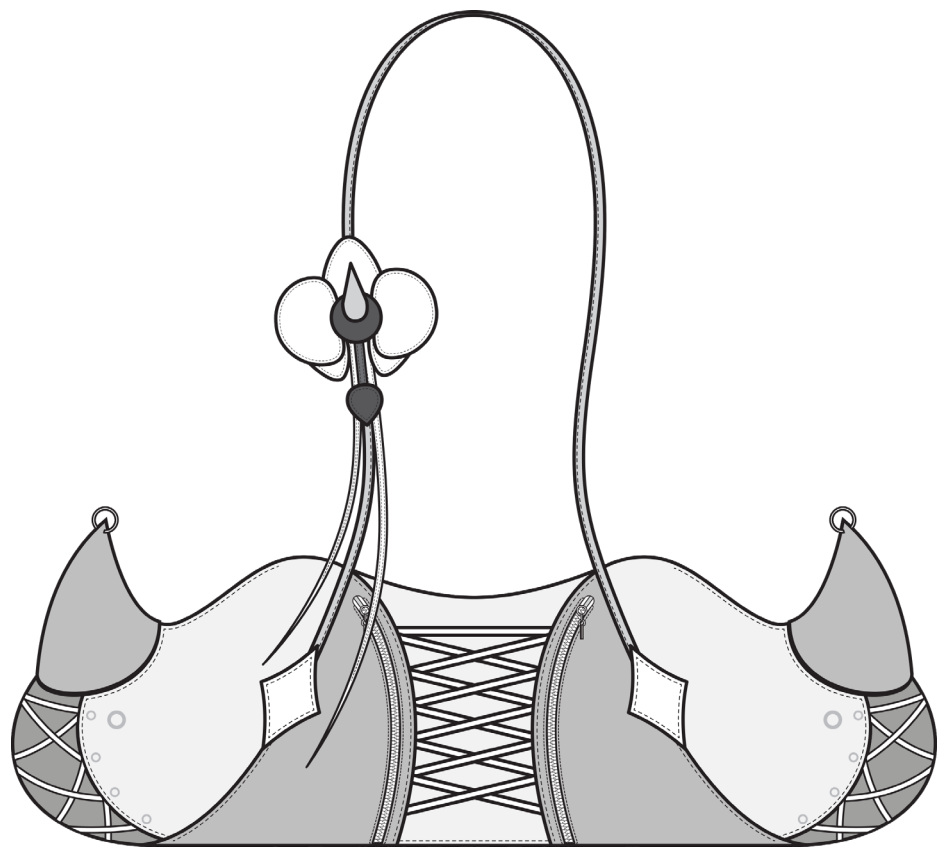




OPTION 2



FINAL DESIGN



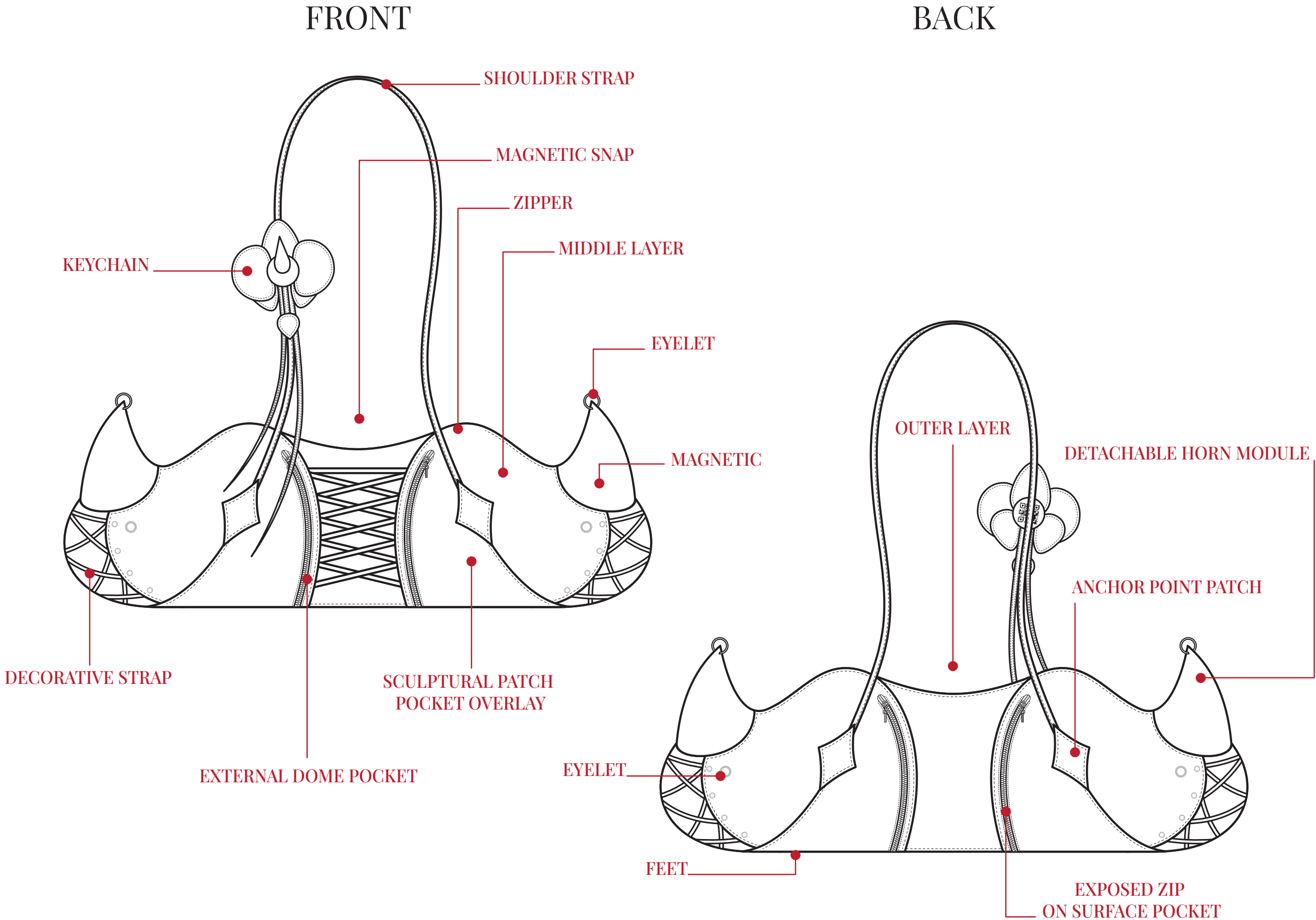


	BRAND	NGUYEN LAN ANH	PRODUCT CATEGORY	BAG	NAME	R:DNA
	COLLECTION	HORN - HOPE	STYLE	CREATIVE BAG	CODE	HTH-BAG-01
	SEASON	FALL/WINTER 2025	GENDER	ALL	SIZE	XS S M L [F]
	DESIGNER	NGUYEN LAN ANH	DATE	APRIL/2025	QUANLITY	0 0 1 0 0
	DESCRIPTION	The bag features two rhino heads with magnetically detachable horns, one main compartment, hidden compartments, and an orchid keychain.				

ILLUSTRATION DRAWING



COVER SHEET



FABRIC

Main body: LEATHER
Lining: LINEN / COTTON

TRIMS

THREAD	VELCRO
ZIPPER	LABEL / TAG
PULLER	LOGO HARDWARE
MAGNETIC SNAP	FOOT STUD
EYELET	LINING
O-RING	INTERFACING
EDGE PAINT	STIFFENER

COLORWAY

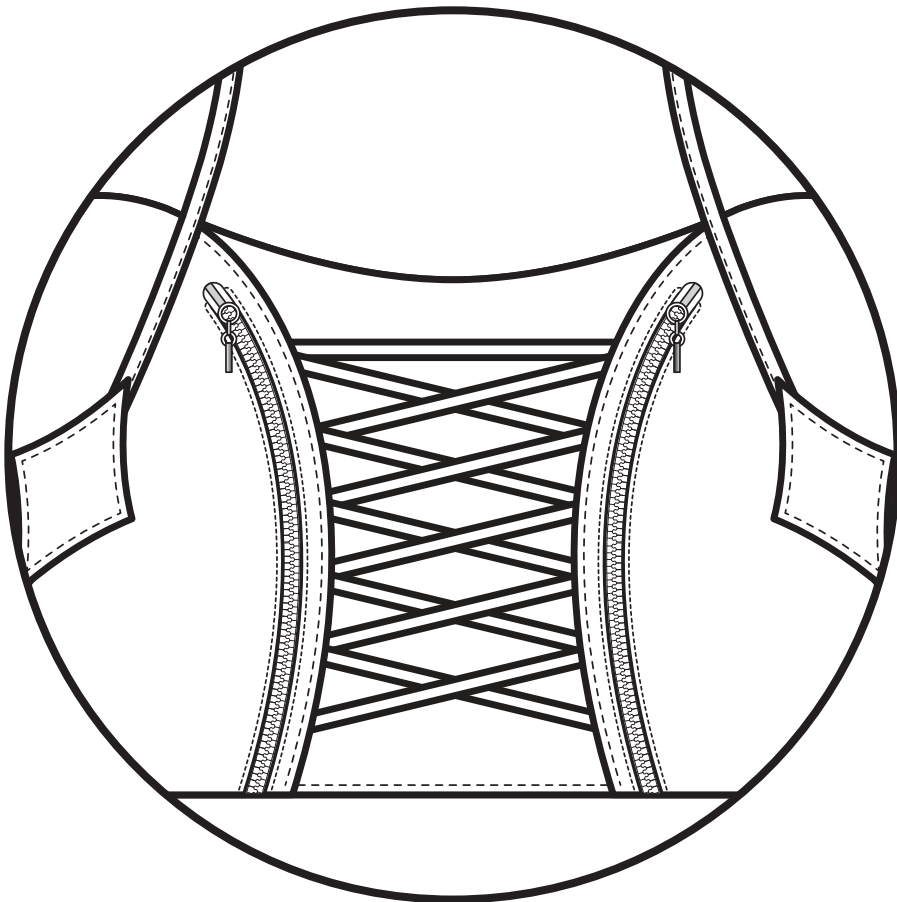
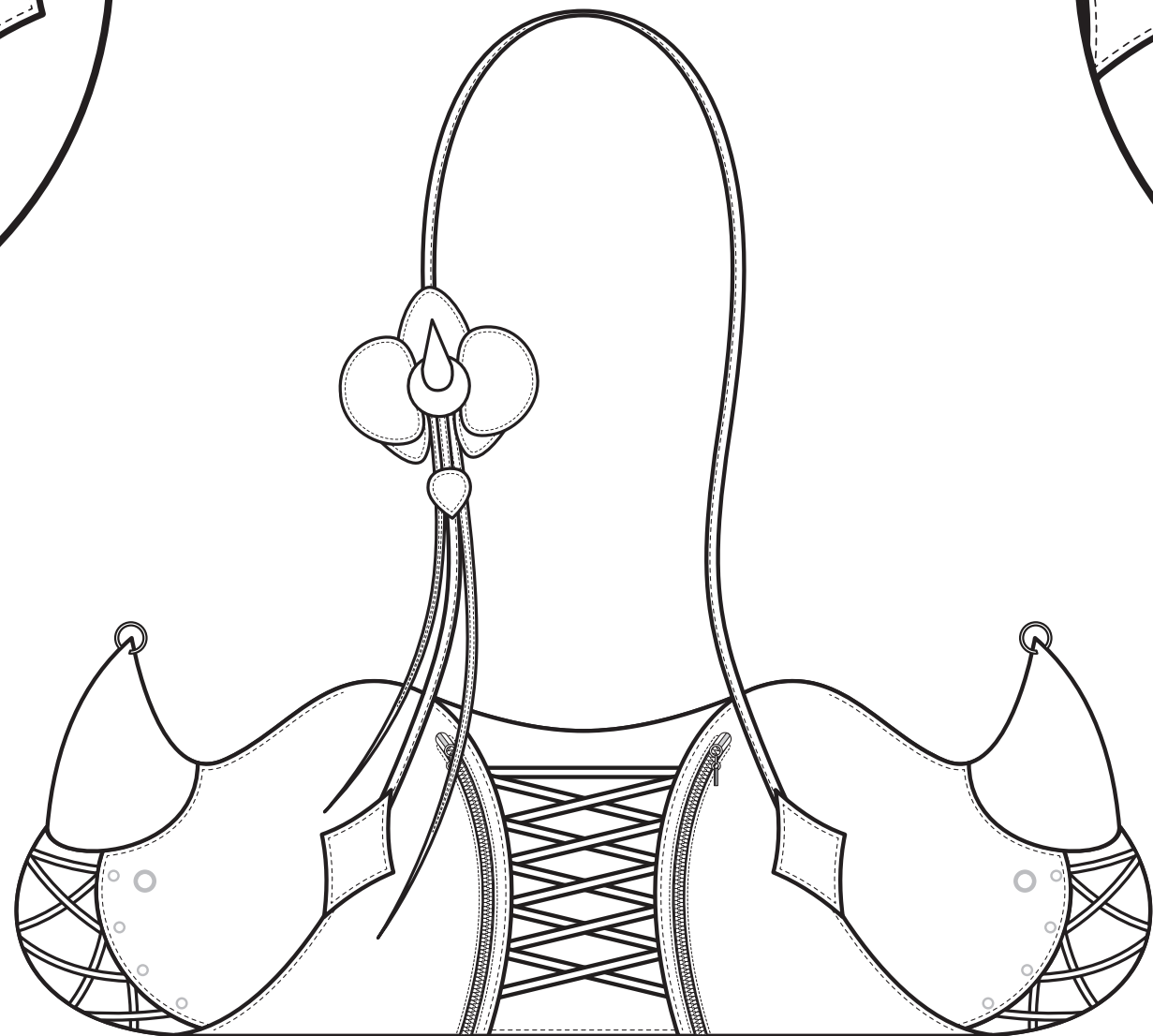
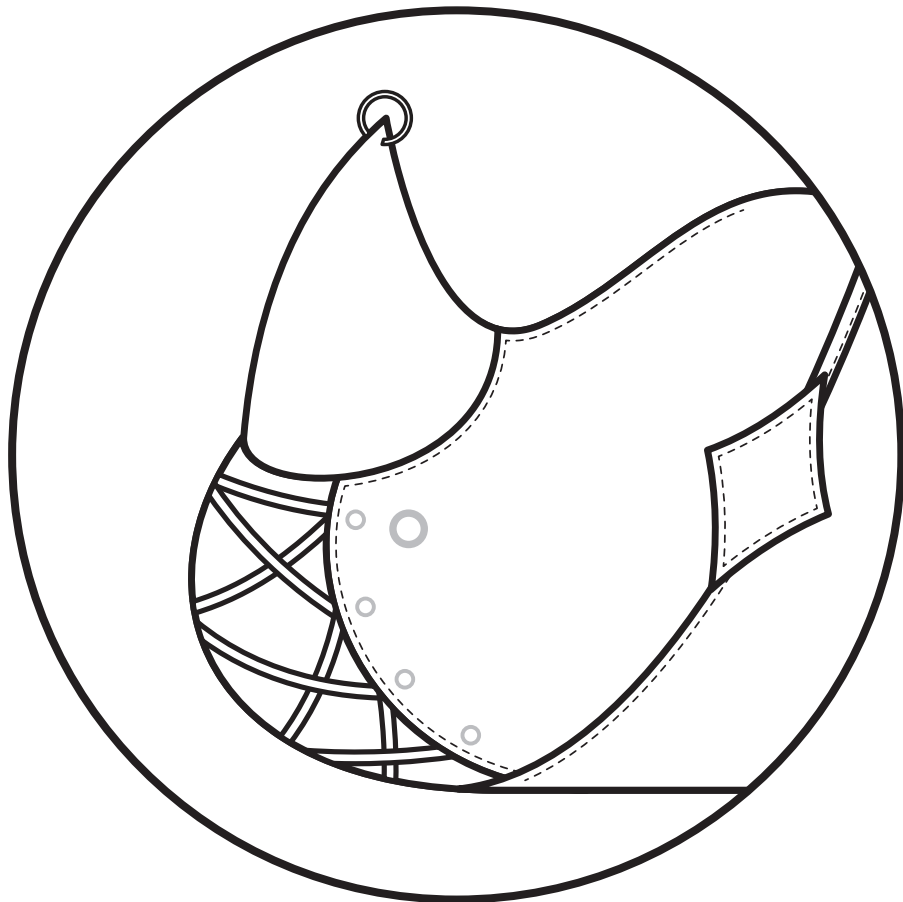




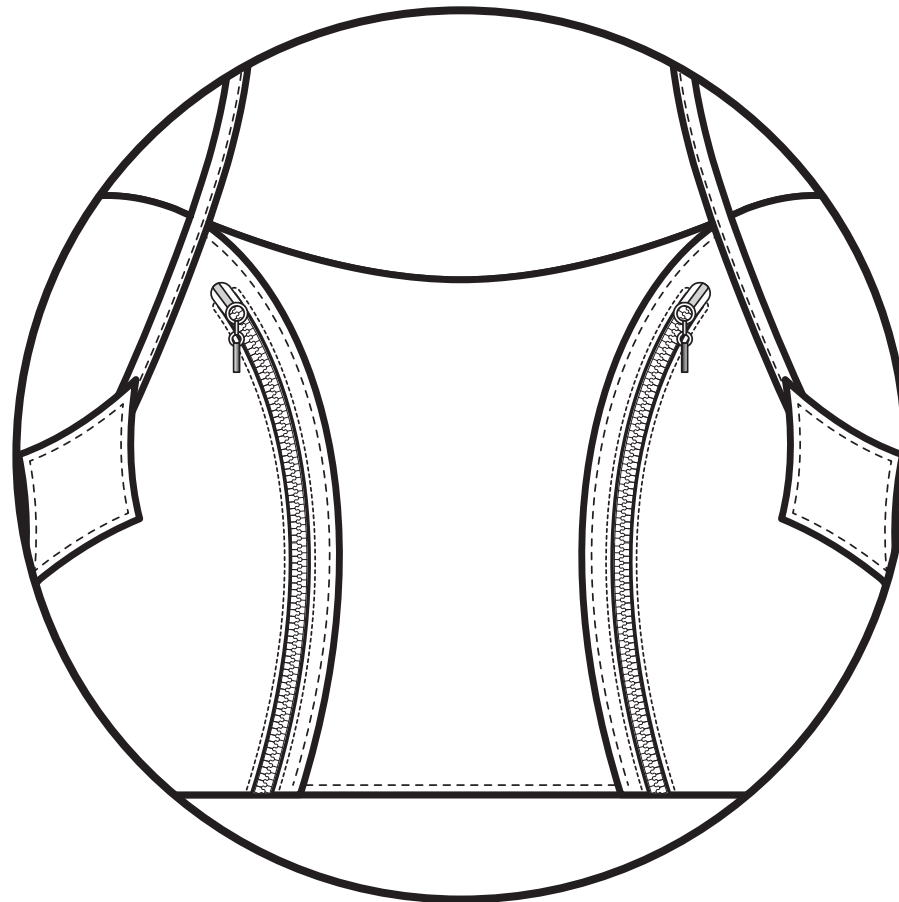
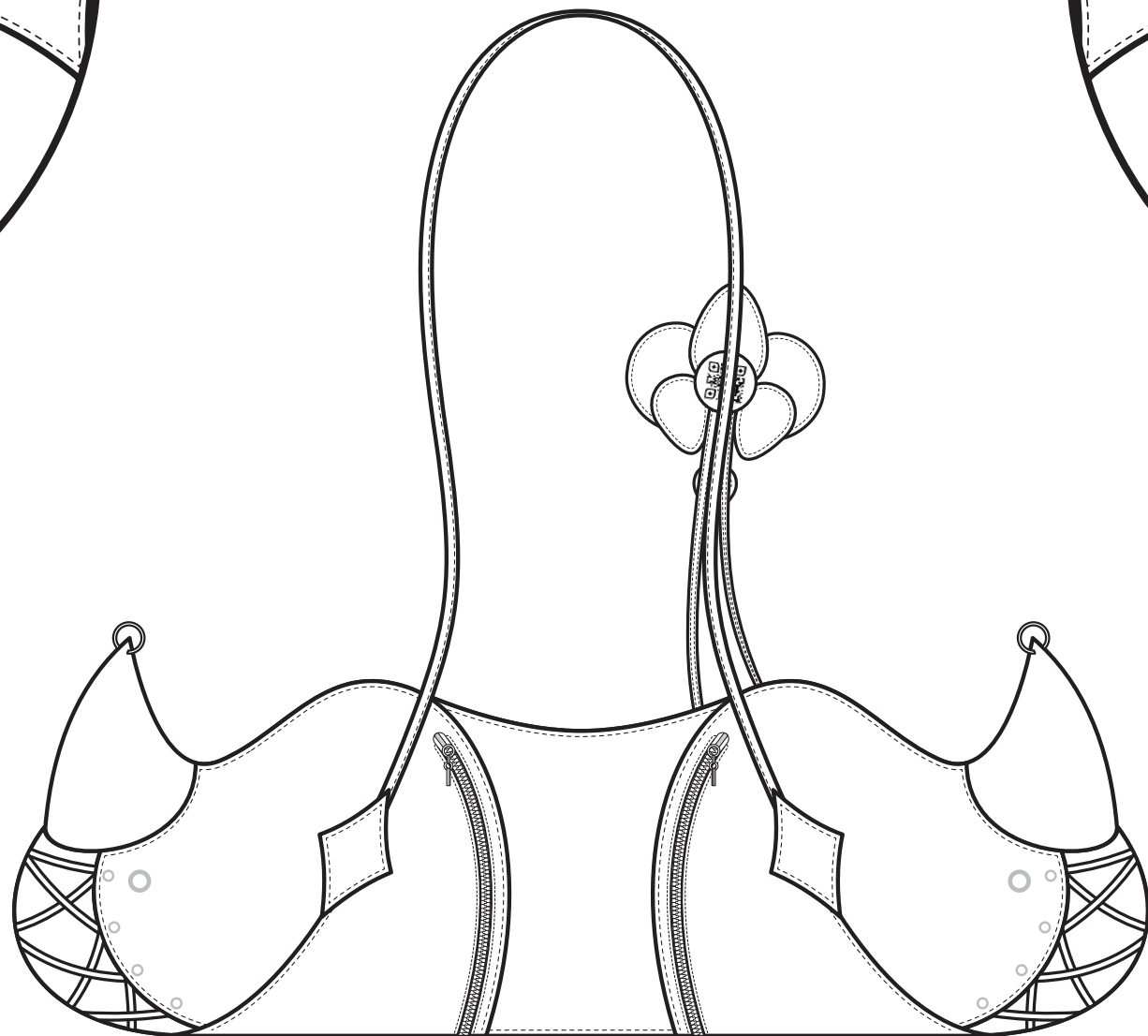
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CONSTRUCTION DETAILS SHEET

FRONT



BACK

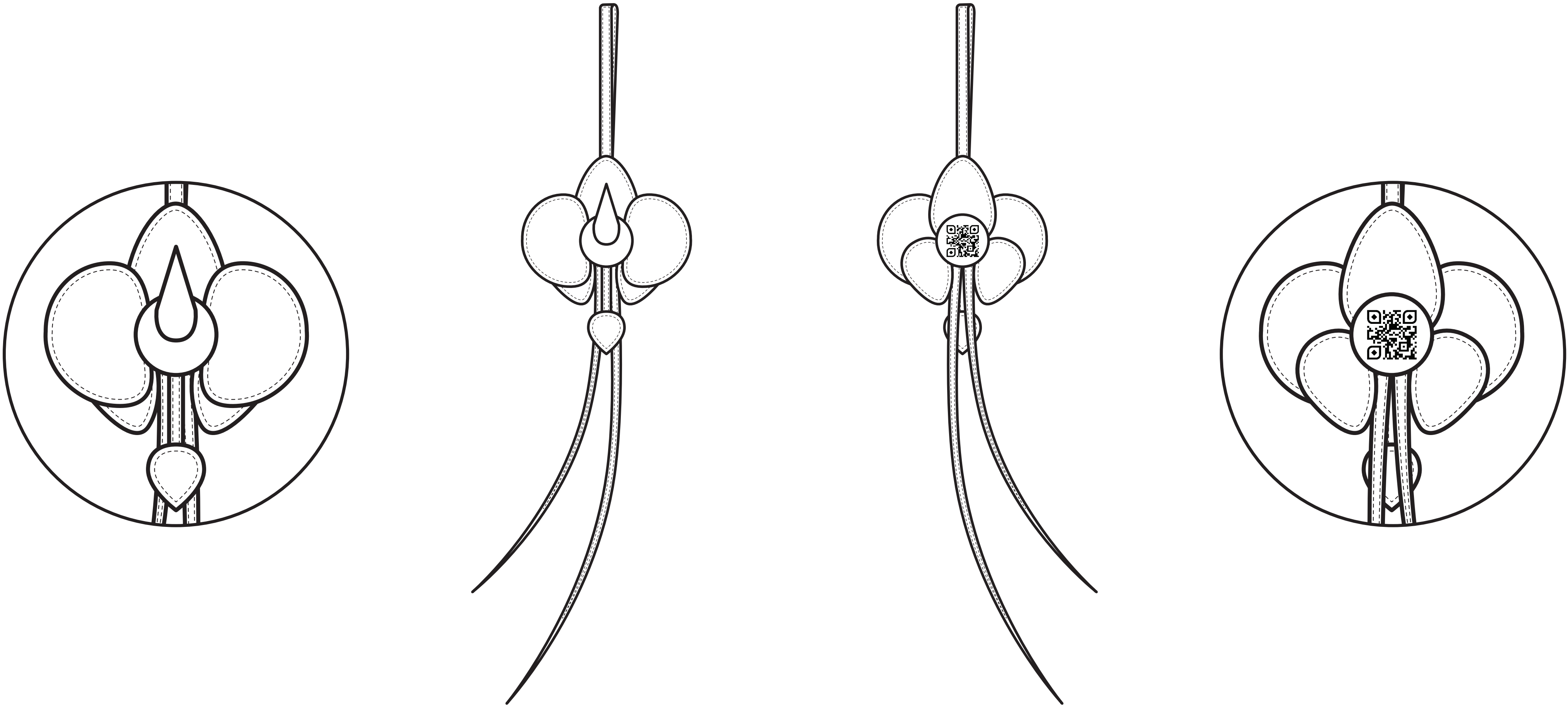




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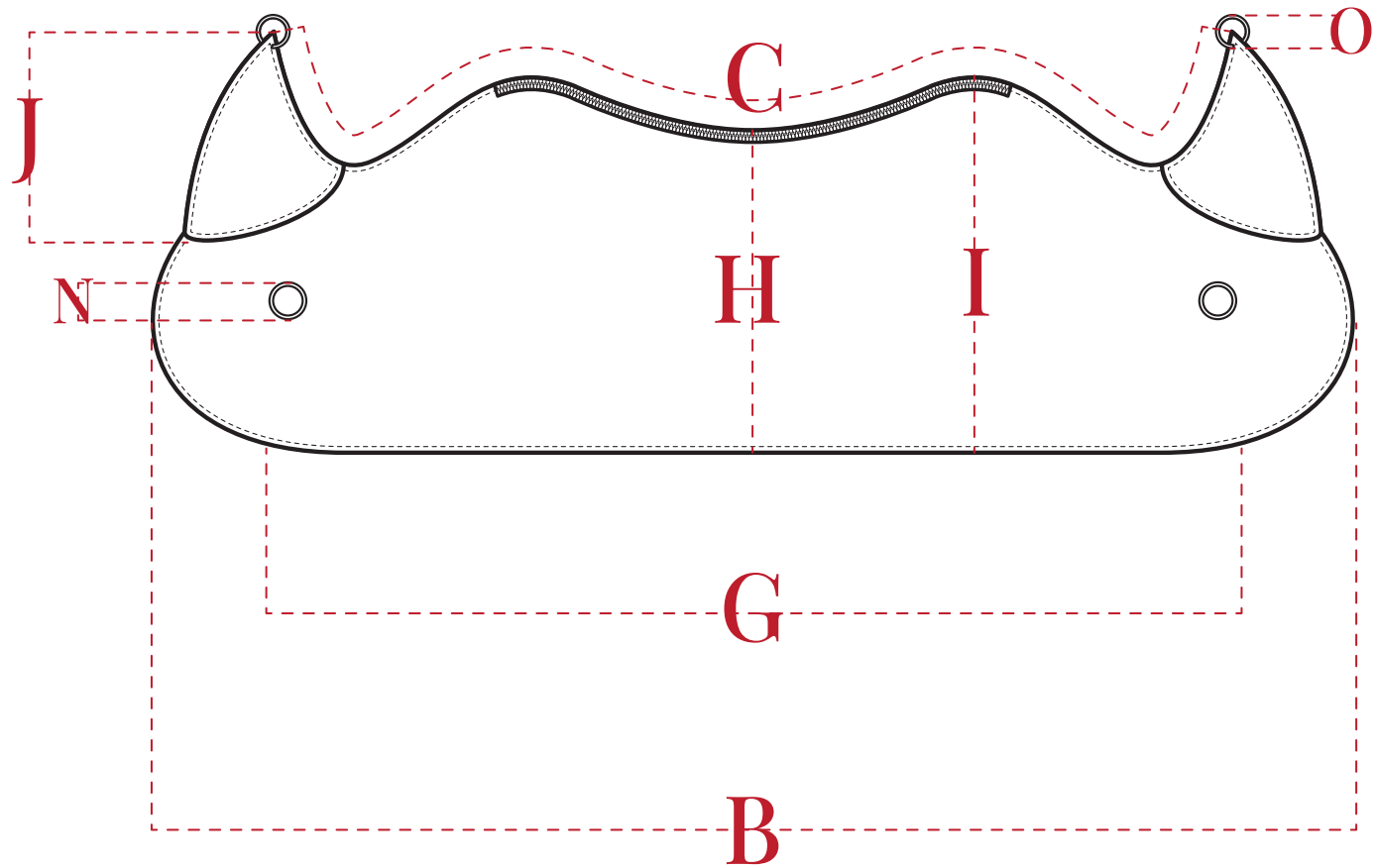
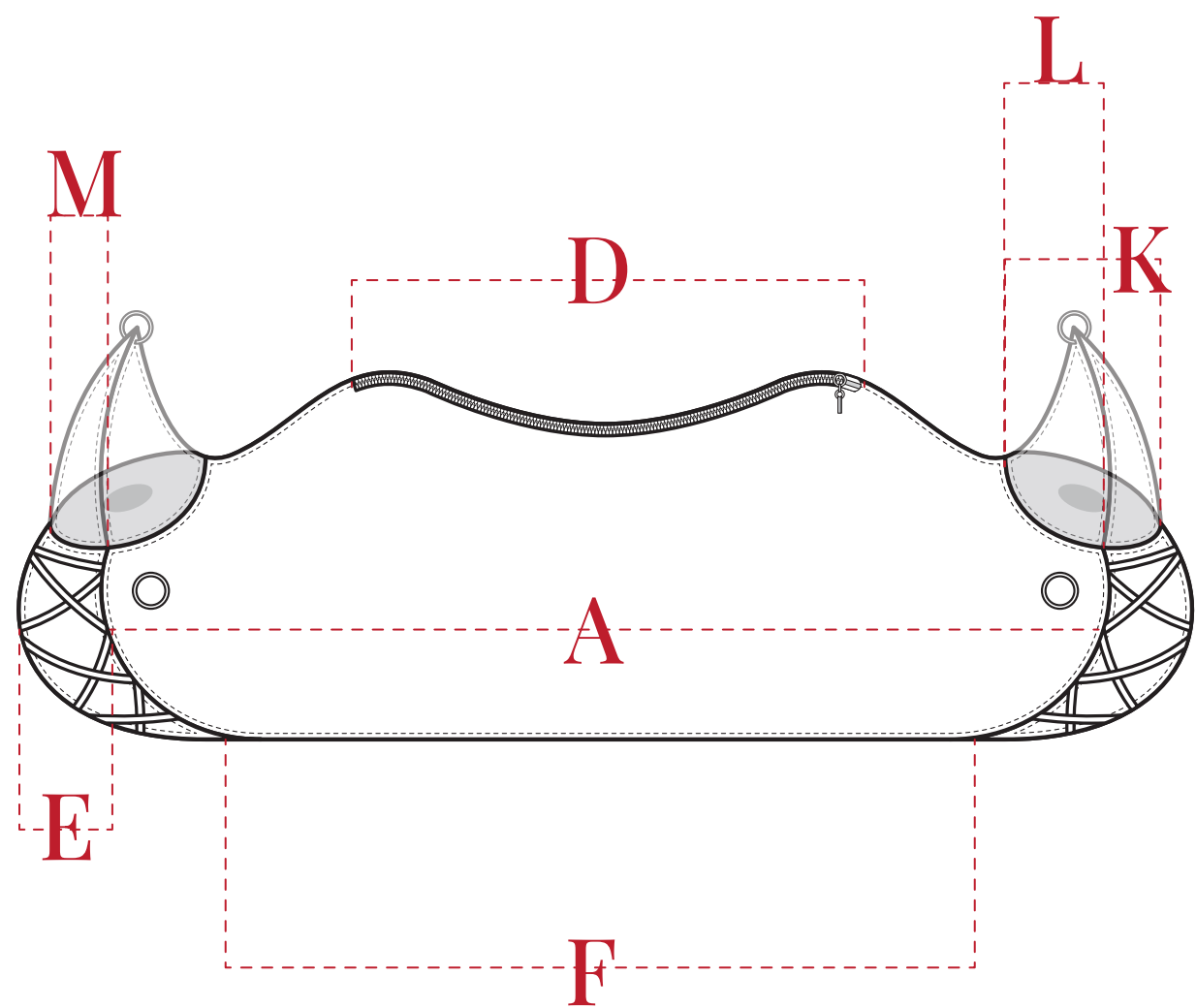
KEYCHAIN





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POINT OF MEASUREMENT

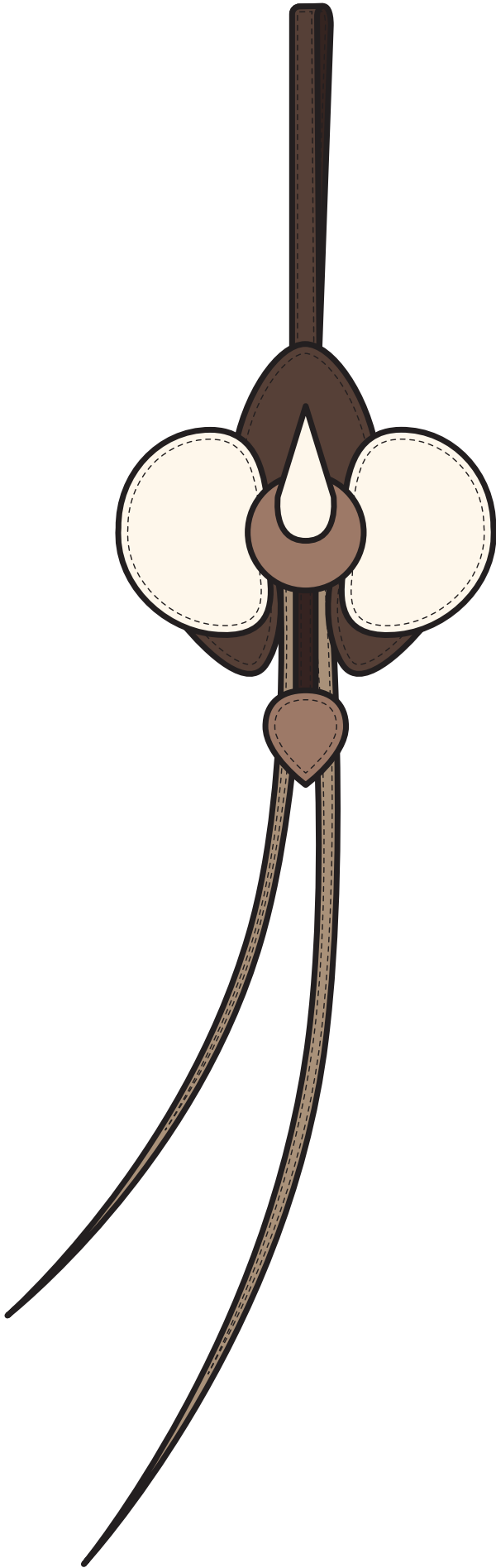


POM	DESCRIPTION	CM
A	TOTAL WIDTH - FRONT	41
B	TOTAL WIDTH - BACK	48
C	TOTAL TOP LENGTH	39
D	ZIPPER @ TOP OPENING	21
E	SIDE PANEL	7,5
F	BOTTOM WIDTH - FRONT	30
G	BOTTOM WIDTH - BACK	40
H	HEIGHT FROM DEEPEST POINT TO BOTTOM	13
I	HEIGHT FROM HIGHEST POINT TO BOTTOM	15
J	DETACHABLE HORN - HEIGHT	8,5
K	DETACHABLE HORN - CIRCUMFERENCE	20
L	DETACHABLE HORN 1 - WIDTH	6
M	DETACHABLE HORN 2 - WIDTH	4
N	EYELET - DIAMETER @ THE BAG'S BODY	1,5
O	EYELET - DIAMETER @ DETACHABLE HORN	1,5
P		
Q		
R		
S		
T		
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V		
W		
X		
Y		



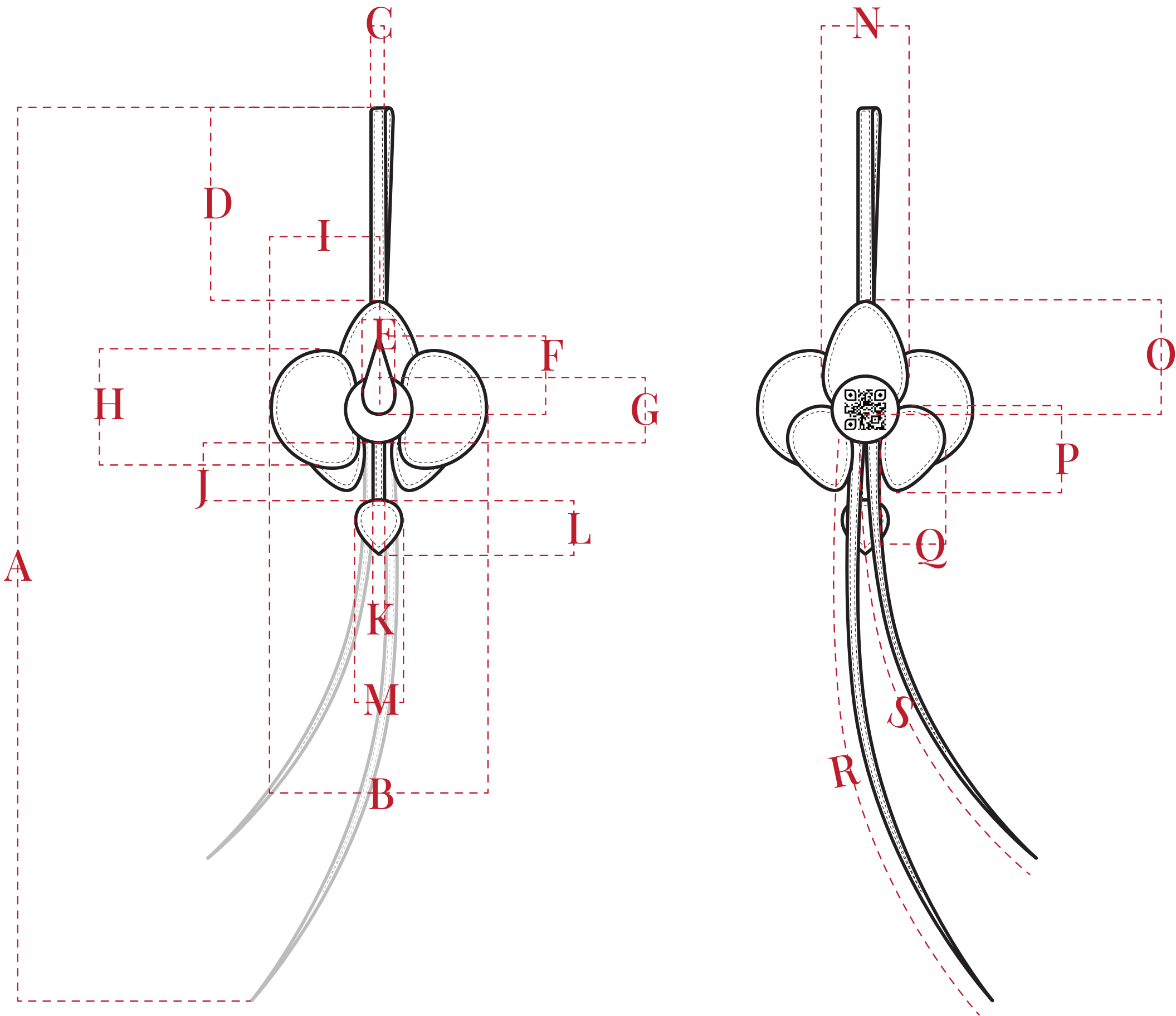
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ILLUSTRATION DRAWING



POINT OF MEASUREMENT

KEYCHAIN



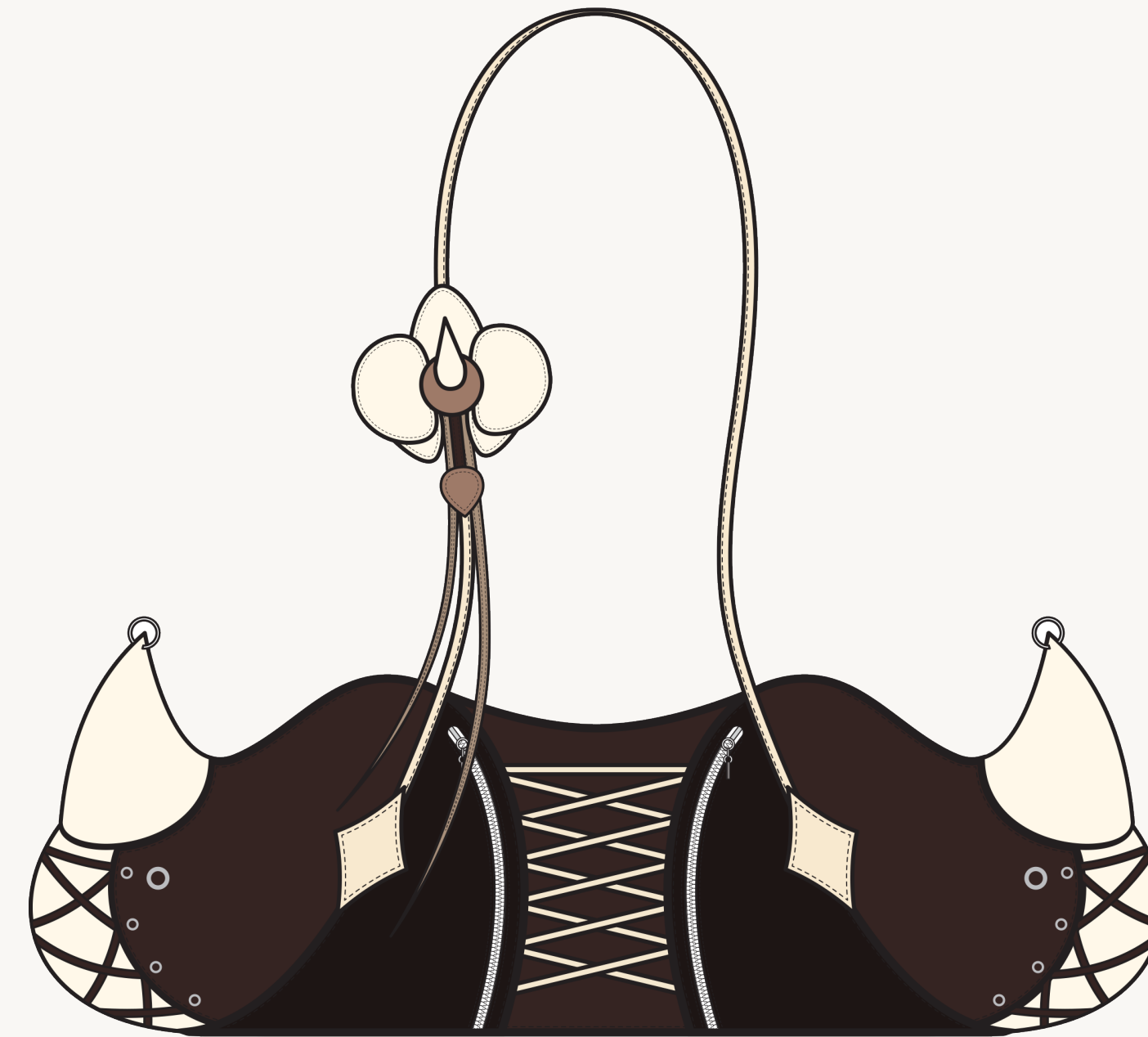
POM	DESCRIPTION	CM
A	TOTAL HEIGHT	35
B	TOTAL WIDTH	8,5
C	STRAP 1 WIDTH	0,8
D	STRAP 1 HEIGHT	15
E	DETACHABLE HORN - WIDTH	1,5
F	DETACHABLE HORN - HEIGHT	3
G	CENTER - DIAMETER	2,5
H	ORCHID FLOWER CHARM 1 - HEIGHT	4,5
I	ORCHID FLOWER CHARM 1 - WIDTH	4
J	STRAP 2 HEIGHT	8,5
K	STRAP 2 WIDTH	0,5
L	MINI ORCHID FLOWER CHARM - HEIGHT	2
M	MINI ORCHID FLOWER CHARM - WIDTH	2
N	ORCHID FLOWER CHARM 2 - HEIGHT	3,5
O	ORCHID FLOWER CHARM 2 - WIDTH	4,5
P	ORCHID FLOWER CHARM 3 - HEIGHT	3,5
Q	ORCHID FLOWER CHARM 3 - WIDTH	2,5
R	TASSEL STRINGS - HEIGHT	22
S	TASSEL STRINGS - WIDTH	17
T		
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04

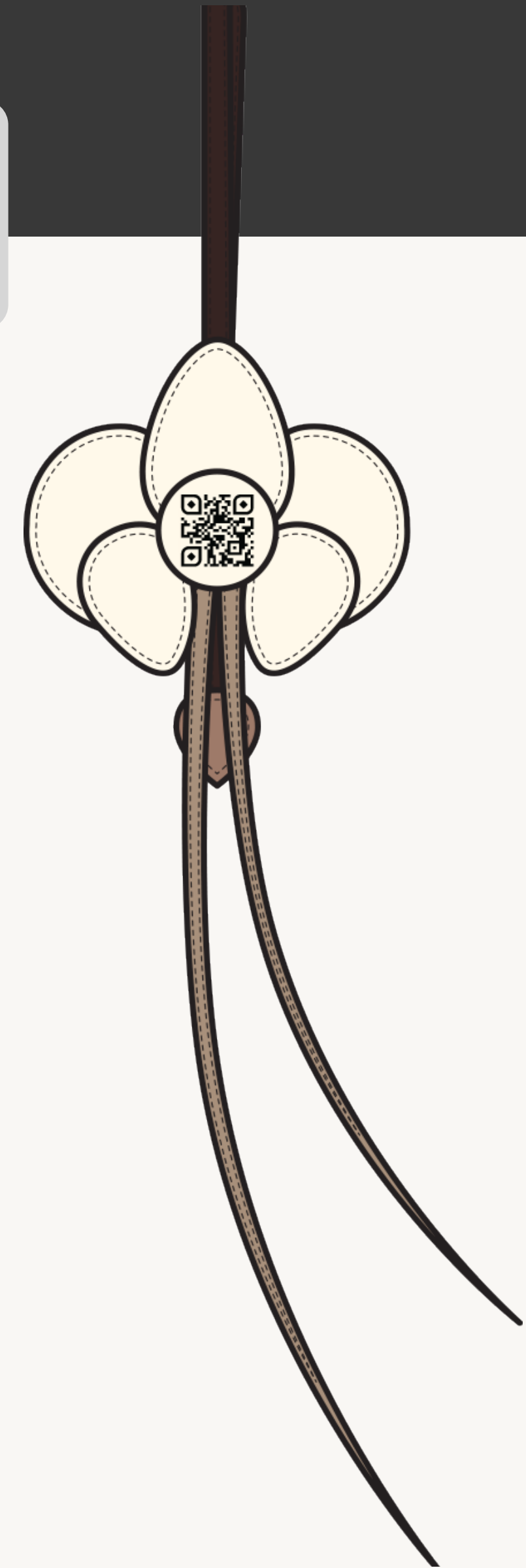
PRODUCT STRATEGY

PRODUCING BAGS EQUAL TO THE NUMBER OF RHINOS LEFT IN THE WORLD

- The **"1 Bag = 1 Rhino"** campaign for the HORN-HOPE collection introduces a powerful idea: **each R:DNA bag produced will match the number of rhinos left in the world** at the time of the campaign launch (approximately 27,000 individuals). This number will be updated and adjusted according to real-time data, creating a strong connection between the product and conservation efforts.
- **Limited Edition Bags:** Each bag becomes a unique, rare item tied to the number of rhinos remaining, emphasizing the rarity and extinction threat of the species.
- **QR Code Linked to a Specific Rhino:** Each bag will feature a QR code that allows customers to learn about a specific rhino and follow conservation projects. For example, if a bag has the code **R:DNA #00894**, the customer will discover that this represents a Sumatran rhino from Indonesia, protected by conservation organizations.



R:DNA #00894



PRODUCT VISION

- NGUYENLANANH aims to create iconic leather bags that tell a powerful story of wildlife conservation through fashion. Each product acts as a wearable statement piece—blending artisanal beauty with environmental consciousness, encouraging the youth to carry purpose, not just style.

VALUE PROPOSITION

- Statement-making design inspired by endangered species (starting with the rhino)
- Sustainable and ethical craftsmanship using full-grain bovine leather
- Hybrid of art, fashion, and activism
- Limited, collectible, and purposeful

PRODUCT ASSORTMENT STRATEGY

- Core Collection: Structured leather bags featuring detachable horn-inspired components
- Limited Editions: Collaborations with wildlife foundations or artists
- Accessories: Keychains, charms, and mini pouches in rhino motifs

DESIGN DIRECTION

- Bold yet elegant silhouettes inspired by animal anatomy (e.g., rhino’s horn, ears, body curve)
- Soft, structured, or sculptural forms
- Fusion of minimalism + Southeast Asian soul
- Colors: Earth tones, ivory, charcoal, and accent hues inspired by savanna & wild habitats

MATERIAL STRATEGY

- Top-grain/full-grain leather from ethical tanneries
- Recycled or plant-based linings
- Metal trims with low environmental impact
- Packaging: biodegradable or reusable boxes

PRICING STRATEGY

- Mid to premium segment: ~2,500,000–10,000,000 VND
- Price reflects craftsmanship, scarcity, and conservation contribution
- A portion of profits supports wildlife preservation

PRODUCTION STRATEGY

- Small-batch, artisanal production to ensure quality & exclusivity
- Crafted by skilled leather artisans in Vietnam
- Focus on precision, storytelling, and care in every detail

DISTRIBUTION STRATEGY

- Online DTC (website, social media shop)
- Designer concept stores / curated boutiques
- Pop-up exhibitions in art/cultural venues
- Future export to conscious lifestyle markets (e.g., Japan, Scandinavia)

AFTER-SALES & PRODUCT CARE

- Leather care kit or instruction with each bag
- 1-year repair service for stitching/hardware
- Take-back program for upcycling or donation
- Story card included: tells the origin + conservation message

GEN Z CUSTOMER PROFILE

All genders

Urban, eco-conscious cities

Sustainability, individuality, animal rights, conscious consumption

AGE: 18-26

ECONOMIC STATUS: Middle to upper-middle class

INCOME LEVEL: ~8,000,000 VND to ~50,000,000 VND/month

OCCUPATION: University students, junior creatives, freelancers,, KOL (Tiktoker, Youtuber,...), content creator, Art director, DJ, MC, Photographer, Stylish,...

DEMOGRAPHIC: Urban dwellers with modern, artistic, eco-aware lifestyles

LIFE STYLE: Daily activities included

- Social and trendy: going out for coffee, milk tea, movies, food trips, travel,...
- Passionate about arts and culture: attends fashion shows, graduation exhibitions, Harper’s Bazaar / ELLE events, fashion week (domestic & international),...
- Environmentally engaged: visits sustainable fashion pop-ups, supports zero-waste shops, loves upcycled and ethical brands

PSYCHOLOGICAL PROFILE: Aware, aesthetic, and assertive. Deeply values authenticity, creativity, and purpose. Views fashion as both identity and activism.

HOBBIES: Creating content (filming, photography), engaging on IG/TikTok, watching movies, browsing art, styling looks, collecting eco-statement pieces.

CONSUMERBEHAVIOUR: Bewilling to pay from ~1,000,000VND to ~5,000,000 VND per purchase

BEHAVIOR: Trend-aware, eco-conscious. Seeks brands with clear sustainability missions. Loves storytelling (QR codes, rescue campaigns, behind-the-scenes).

SUSTAINABILITY VALUES:

- Supports cruelty-free and plant-based or upcycled leather
- Chooses fashion with purpose over fast fashion
- Cares about biodiversity and endangered species (rhino = symbol of strength + conservation)
- Proud to wear “fashion activism” and influence peers to shop responsibly





GEN ALPHA CUSTOMER PROFILE

All genders

Urban, eco-conscious cities

Sustainability, individuality, animal rights, conscious consumption

AGE: 10–18 (Future customers from 2028 onwards)

ECONOMIC STATUS: Middle to upper-middle class (supported by eco-conscious Gen Y parents or mentors)

INCOME LEVEL: Not self-earning yet, but influenced by family purchasing decisions & digital gifting culture

OCCUPATION: students

DEMOGRAPHIC: Digitally native, socially aware, multicultural, raised in households that prioritize ethics, inclusion, and environmental values

LIFE STYLE:

- Engaged with AR/VR learning platforms
- Participates in eco-school programs, digital art clubs
- Influenced by Gen Z's aesthetics and activism

PSYCHOLOGICAL PROFILE: Empathetic, curious, visionary. Cares deeply about climate change, endangered animals, and personal identity. Fashion is a tool of imagination and impact

HOBBIES: Virtual try-ons, creating avatar styles, exploring nature documentaries, customizing clothes digitally, collecting NFTs with environmental themes

CONSUMER BEHAVIOUR: Values interactive experiences: would choose brands offering digital storytelling, AR filters, collectible fashion. Prefers brands with strong purpose.

BEHAVIOR: Tech-savvy, values immersive and gamified learning. Supports “cool” eco-products, cares about animals, loves brands that allow self-expression.

SUSTAINABILITY VALUES:

- Respects biodiversity and endangered species
- Prefers cruelty-free, zero-waste, and biodegradable materials
- Believes sustainability should be fun, tech-powered, and creative



HORN-HOPE

HOME

ABOUT

PRODUCT

COLLECTION

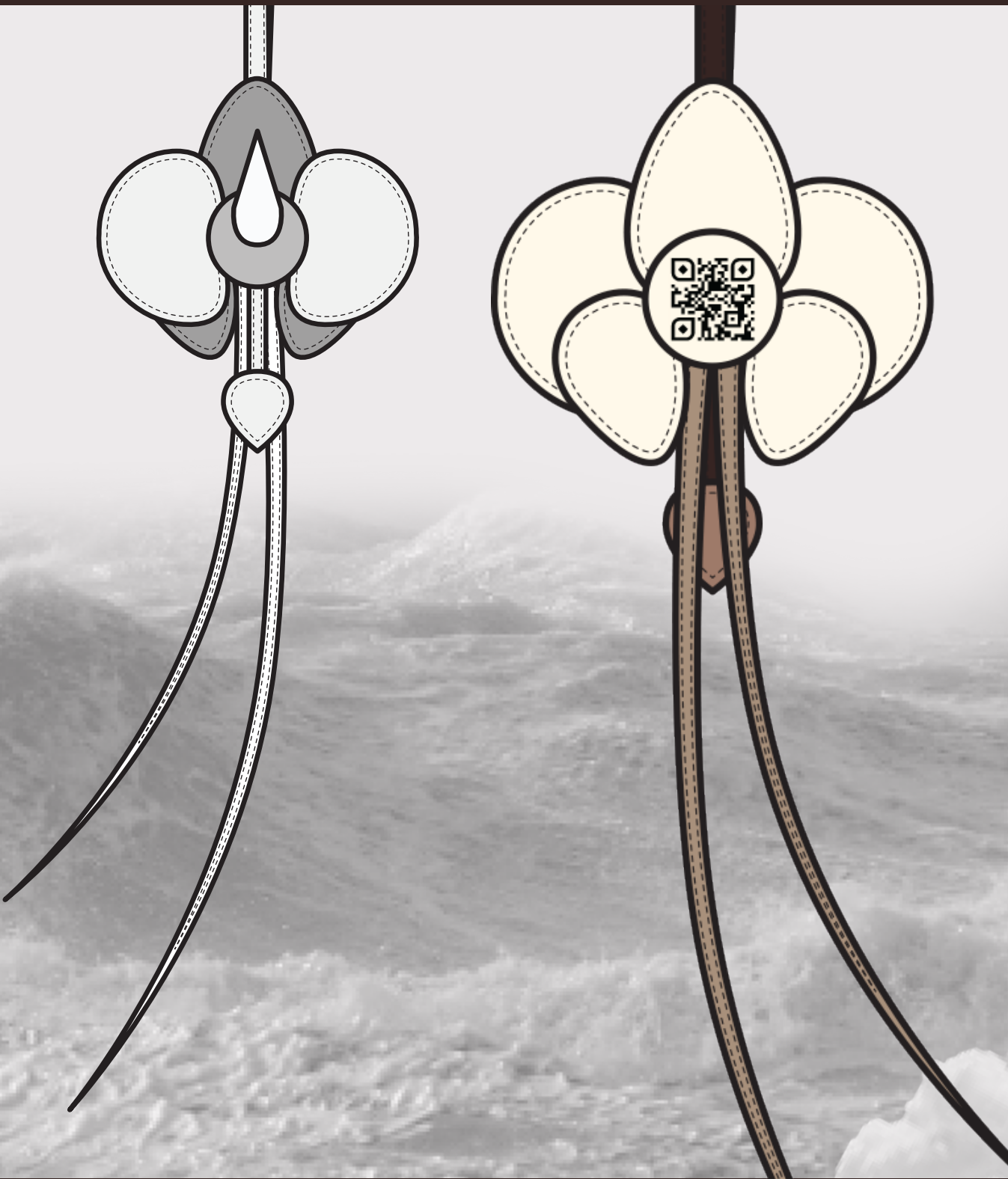
NEWS

CONTACT



R:DNA

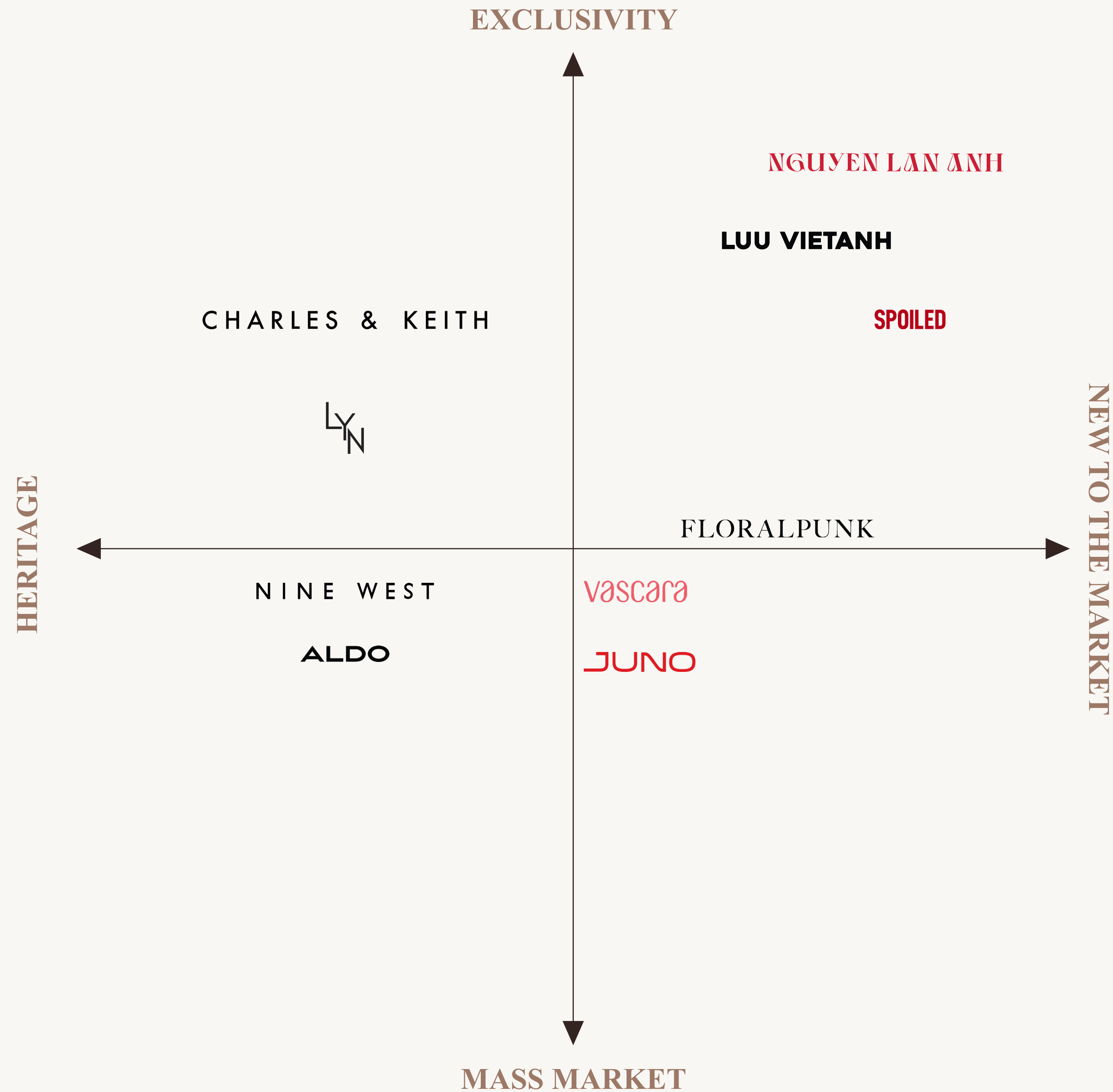
NEW COLLECTION



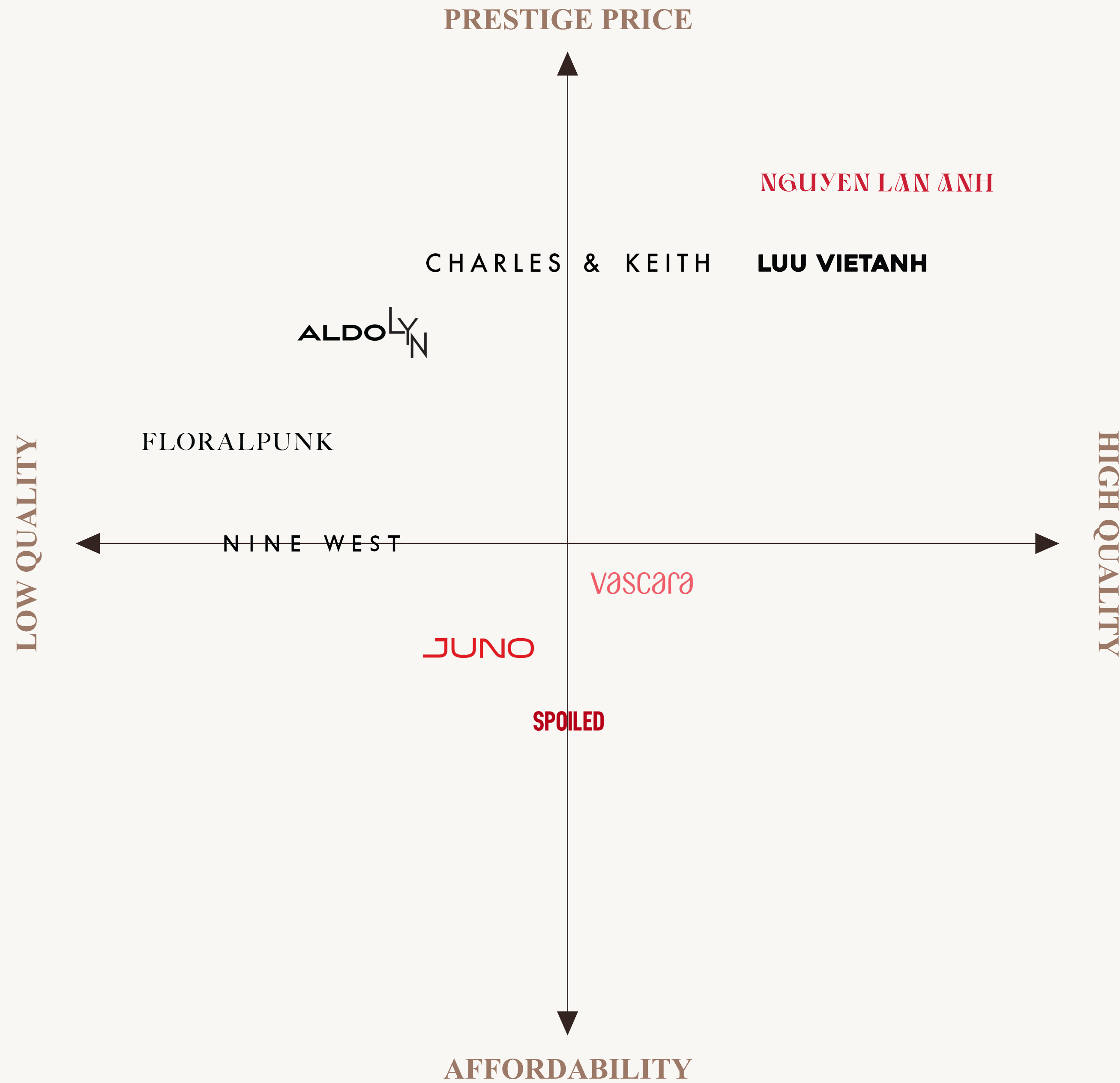
05

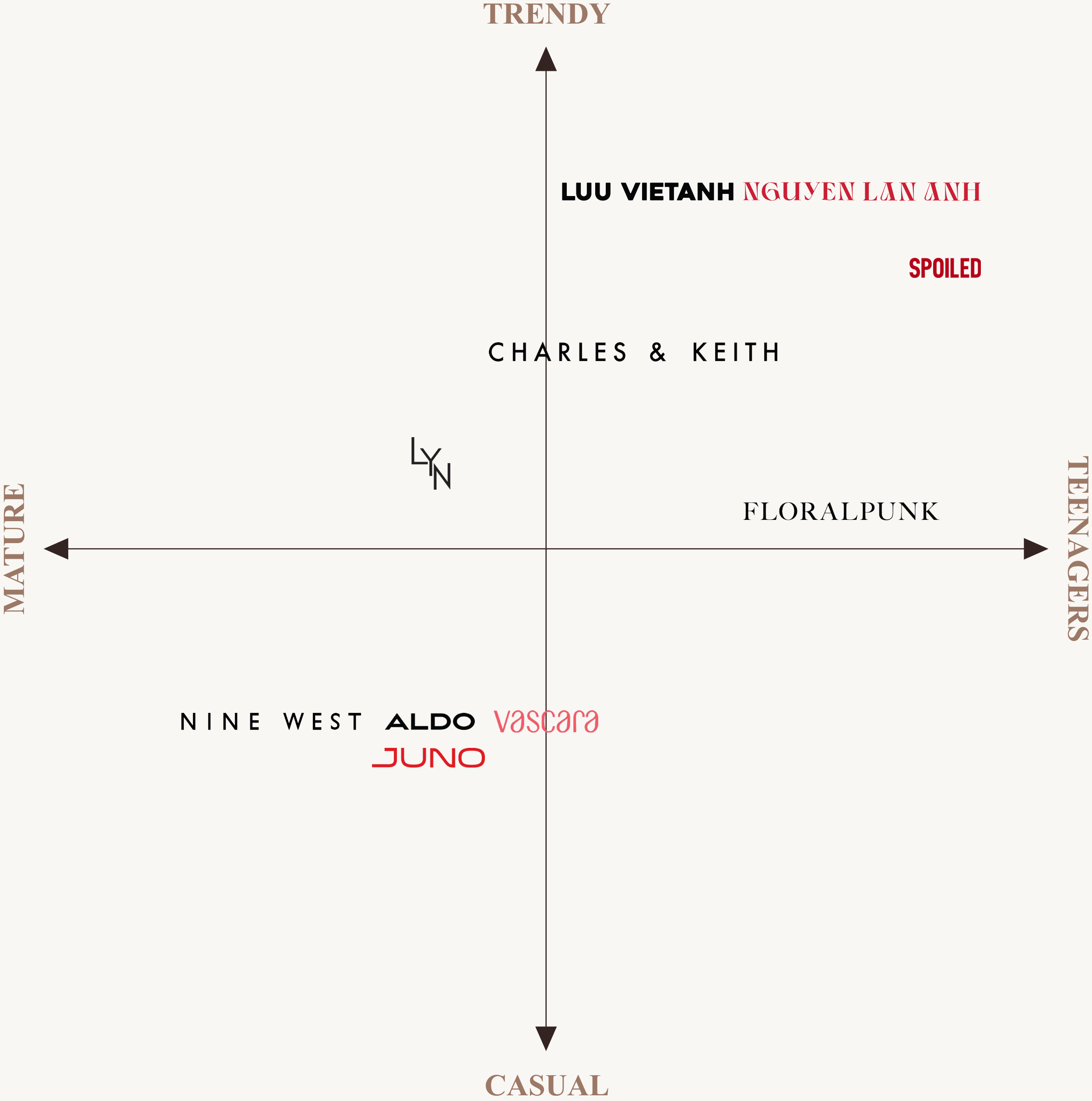
COMPETITOR

MAP POSITIONING

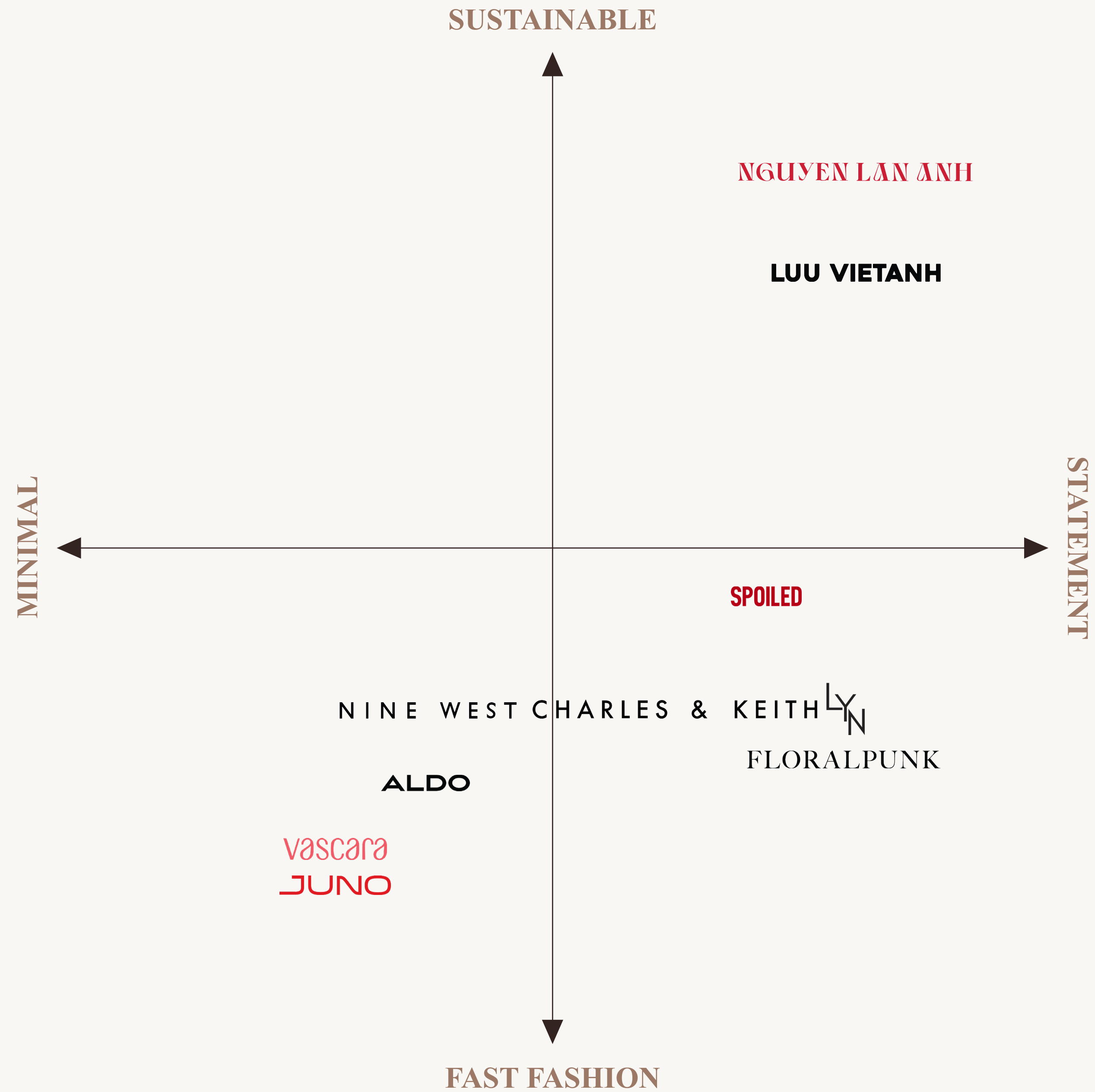


MAP POSITIONING

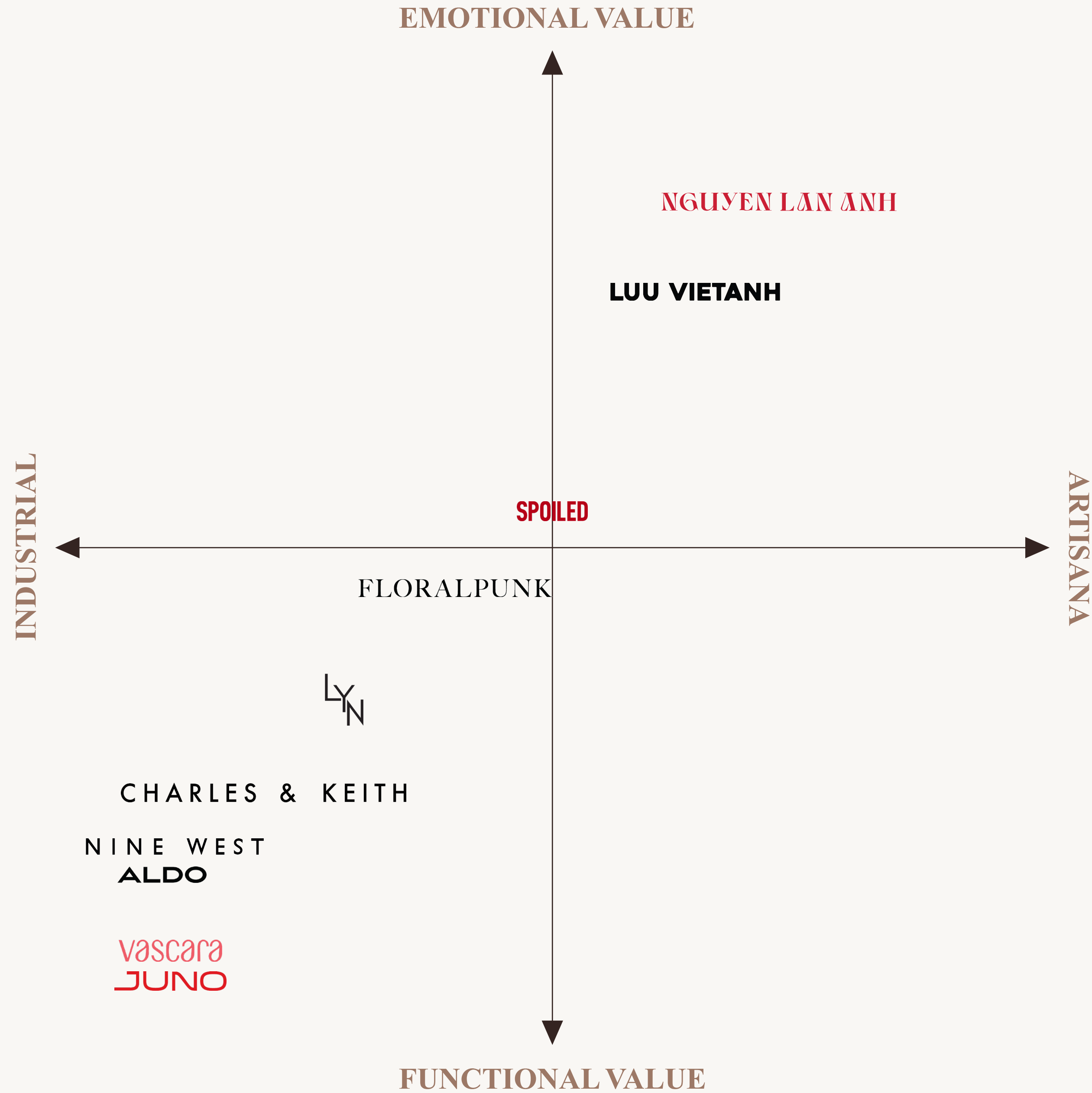




MAP POSITIONING



MAP POSITIONING



MAP POSITIONING

COMPARE COMPETITORS

BRAND	EMOTIONAL	ARTISANAL	SUSTAINABILITY	DESIGN	TARGET AUDIENCE	STYLE	KEY HIGHLIGHTS
NGUYENLANANH	High Emotional (8/10)	Highly Artisanal (8/10)	Very High	Statement	Teen to Mature	Statement	Iconic design, cultural storytelling, artisanal craftsmanship, personalization
LUUVIETANH	Emotional (7/10)	Artisanal (7/10)	High	Statement	Teen to Mature	Artistic	Deep cultural identity, strong Vietnamese art inspiration
SPOILED	Balanced (5/10)	Semi-Artisanal (5/10)	Moderate	Statement	Teen	Trendy	Bold, youthful, edgy, trend-driven aesthetic
FLORALPUNK	Low-Mid Emotional (4/10)	Semi-Industrial (4/10)	Low	Statement	Teen	Trendy	Youthful, trendy, fashion-forward, commercial edge
LYN	Low (3/10)	Industrial (3/10)	Low	Statement	Teen to Mature	Trendy	Korean-inspired fashion, popular among Asian Gen Z
CHARLES & KEITH	Very Low (2/10)	Highly Industrial (2/10)	Very Low	Mixed	Teen to Mature	Casual-Trendy	Accessible fashion, mass-produced trend pieces
NINE WEST	Very Low (2/10)	Industrial (1/10)	Very Low	Minimal	Mature	Casual	Practical, traditional, utility-focused
ALDO	Very Low (2/10)	Industrial (1/10)	Very Low	Moderate	Mature	Casual-Trendy	Functional fashion, global chain, easy-to-wear
JUNO	Lowest (1/10)	Mass-Produced (1/10)	Very Low	Minimal	Mass Market	Casual	Local affordability, accessible price, volume-driven
VASCARA	Lowest (1/10)	Mass-Produced (1/10)	Very Low	Minimal	Mass Market	Casual	Easy to access, simple design, local convenience

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SWOT

STRENGTH

- Strong brand identity rooted in cultural storytelling and emotional value
- Unique, artistic designs inspired by endangered wildlife (e.g., rhinos)
- Commitment to sustainable and ethical materials (eco-leather, recycled fabrics, etc.)
- Targeting Gen Z and Gen Alpha — generations seeking meaningful, statement-driven fashion
- Highly artisanal craftsmanship with collectible potential, suitable for limited editions

OPOTURNITY

- Rising demand for sustainable and emotionally driven fashion
- Growing appreciation for handcrafted and slow fashion products
- Potential collaborations with local artists, influencers, and cultural institutions
- Export potential to conscious markets (e.g., Japan, Europe, Australia)
- Opportunity to develop capsule collections or seasonal/event-based releases
- Strategic partnerships with wildlife conservation organizations to build social impact and brand credibility

WEAKNESS

- High price point limits accessibility to the mass market
- Limited production capacity due to handcrafted processes
- Low brand awareness in mass and international markets
- Scaling up may risk compromising artisanal quality
- Distribution and marketing channels are still under development

THREATS

- Fierce competition from fast fashion and mid-range trendy brands
- Risk of product differentiation fading if the “statement bag” market becomes saturated
- Economic downturns may shift consumer preference toward lower-cost items
- Difficulty protecting design IP in fast-paced digital environments
- Brand visibility may suffer without significant investment in marketing and brand experience

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FUTURE DEVELOPMENT

REUSABILITY

- Modular design features such as the detachable rhino horn and adjustable straps allow for extended product life and functional transformation.
- The bag can be reused as a display piece, a storage container, or upcycled into smaller accessories like wallets or keychains.
- NGUYENLANANH can implement a trade-in or refurbish program, allowing customers to return old products in exchange for vouchers or repairs.

RECYCLABILITY

- Top-grain leather, when tanned without harsh chemicals, can be mechanically recycled into reconstituted leather for use in linings, tags, or packaging.
- Metal trims (eyelets, zippers, hooks) are designed to be easily detachable for metal recycling processes.
- Structural materials (e.g., fiberboard, EVA, foam) should be single-type recyclable plastics to ensure clean recycling streams.

END-OF-LIFE MANAGEMENT

- REPAIR: Customers can bring old brand-made leather bags for maintenance, including leather care, zipper and stitching repair, hardware replacement, and lining fixes.
- TRADE-IN: Old bags can be exchanged for discount vouchers on new purchases. Collected bags are reused for parts or featured in the brand's Rebirth Program.
- RECYCLE: Leather, hardware, and zippers from old bags are properly recycled and may be repurposed into limited-edition items or commemorative keychains.

NAME: NGUYỄN LAN ANH
EMAIL: nguyenlananh0112@gmail.com / llollipopa0112@gmail.com
ADDRESS: HCMC, VIETNAM
SUBMISSION: ACCESSORIES - REAL LEATHER STAY DIFFERENT